MENU IDEAS **POTATO APPEAL** 243

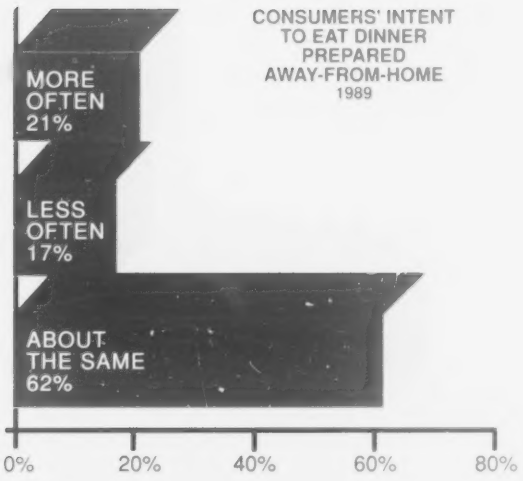
Restaurant Business

A BILL PUBLICATION

SEPTEMBER 20 1989

POP PINPOINTS U.S. HOT SPOTS
PAGE 77

BUSINESS BAROMETER

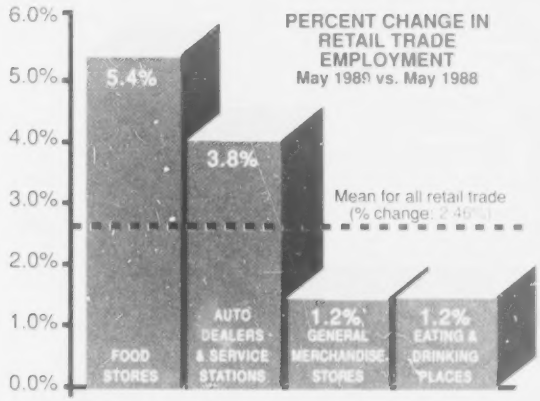


Good Intentions

Twenty-one percent of consumers polled by Technomic Inc. report that, by the year's end, they intend to have eaten dinner out more often in 1989 than they did in 1988. This compares to 17% who expect to have eaten dinner out less frequently than last year.

Although intent seldom correlates directly to actual behavior, the poll does indicate that the restaurant industry should see some increase in customer traffic counts.

SOURCE: Technomic Inc.



Lackluster Labor

Employment within Eating & Drinking Places rose to 6.460 million this May, up 1.2% over the 6.385 million in the year-ago period. Compared with the other major industries included within the retail trade segment—food stores, auto dealers and service stations, and general merchandise stores—the increase for Eating & Drinking Place employment was lackluster. This is due in part to the relatively weak sales performance of Eating & Drinking Place establishments during the second quarter of 1989, as well as the continuing labor shortage in many areas of the country.

SOURCE: Bureau of Labor Statistics, U.S. Department of Labor

Sales 'Weak'

Eating & Drinking Place Sales for May 1989 were $13.8 billion, according to advance figures released by the U.S. Department of Commerce. The increases evident in March, April, and May figures are typical of the seasonal variation in sales for the industry.

However, compared with the same period last year, Eating & Drinking Place Sales were down in real terms: They were 0.6% and 0.7% for April and May, respectively.

SOURCE: U.S. Department of Commerce, Technomic Inc.

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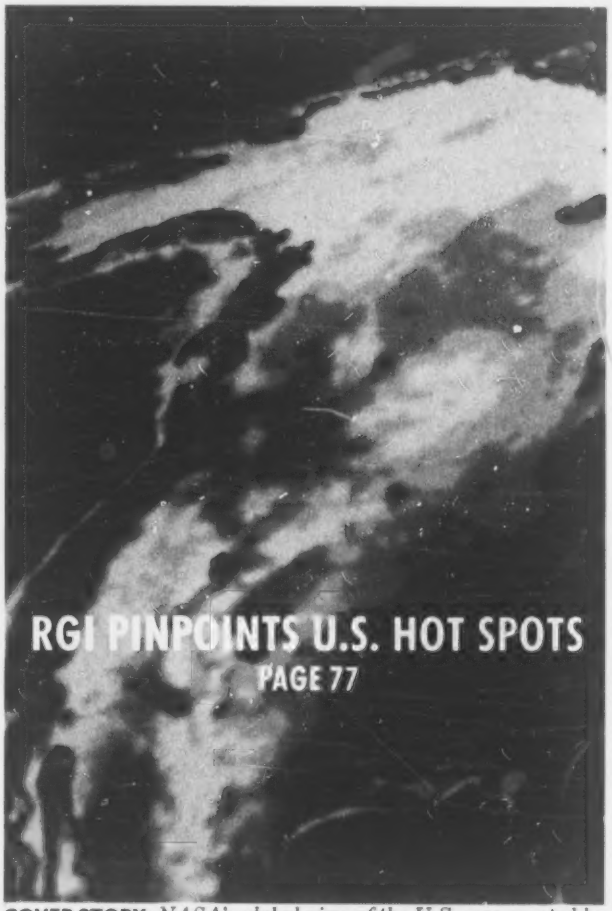

COVER STORY: *NASA's global view of the U.S. was created by orbiting satellites. The colors indicate varying degrees of heat radiation. The RGI Report begins on page 77.*

MENU IDEAS: *Potatoes' Appeal, page 243.*

COVER STORY

INDUSTRY **RESTAURANT GROWTH INDEX.** *The 22nd Annual Restaurant Growth Index is* Restaurant Business' *exclusive state-of-the-industry analysis. Presented in two sections—market segment reports and statistical tables—the Restaurant Growth Index functions as a complete tool for evaluating the potential of both industry segments and geographic markets. Included are reports on trends and sales performance within the eight major market segments as well as a comprehensive package of statistical information, grouped by Metropolitan Statistical Areas (MSA) and Area of Dominant Influence (ADI) of a television signal* 77

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MENU IDEAS **POTATOES.** *To the vast majority of the population, the unpretentious potato has come to be viewed as an irreplaceable element of American cookery, a cornerstone of the kitchen. To many restaurateurs, it has come to represent even more—namely, solid profit potential. The potato's attraction is undeniable: It lends itself to virtually every type of preparation, and is available fresh, frozen, canned, and dehydrated* 243

Cover photograph by NASA.

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REPRINTS, INDEX AVAILABLE

Restaurant Business *now has available specially prepared reprints of the* **1989 RESTAURANT GROWTH INDEX** *and the* **1989 MAJOR FORCES IN FRANCHISING**. *The reprints are available for $5 per copy.*

In addition, Restaurant Business *is now offering its* **1988 EDITORIAL INDEX** *for $25 per copy.*

Direct inquiries to: Editor Peter Berlinski, Restaurant Business, *633 Third Ave., New York, NY 10017.*

IN THE NEXT ISSUE

COVER STORY

COMPANY OF THE YEAR: OLIVE GARDEN

For the past two years, General Mills' Olive Garden has ranked among the fastest-growing dinner-house chains in our Top 50 Growth Chains report. Last year it garnered $107 million in systemwide sales, and opened 55 stores. These figures represent a whopping 78% increase in sales and a 79% increase in units. *RB* gives you the inside story on how General Mills grew this chain in tandem with Red Lobster, and why it doesn't rely on franchise sales to build their business.

SPECIAL REPORT

MANAGER MOTIVATION

An exclusive operator survey culled from 7,500 readers who are restaurant managers in all market segments. Participants answered questions about their careers in foodservice and revealed their feelings about their positions and future in this industry.

MENU IDEAS

SOUPS & STEWS

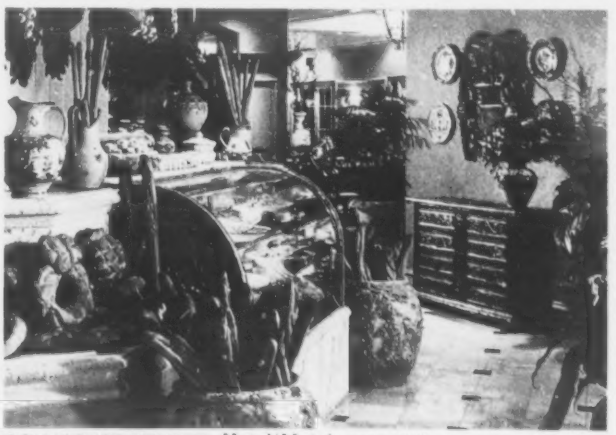
These hearty dishes are not tired winter fare. Because of their price and nutritional values, operators are offering soups and stews all year round. In addition, many restaurateurs in warm-weather locations feature spicy, vibrant, colorful, and fresh variations on the soup theme.

MARKET SEGMENT REPORT

SEAFOOD

Though seafood consumption has leveled off and the ever-present challenges of supply and costs continue, the seafood segment is still holding its own.

RGI MARKET REPORT: *Student, page 118.*



RGI MARKET REPORT: *Hotel/Motel, page 106.*

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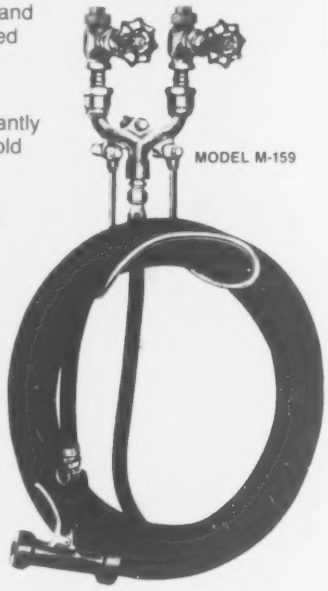

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22ND ANNUAL RESTAURANT GROWTH INDEX

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- SALES, UNITS, GROWTH RATES
- FIVE-YEAR FORECASTS
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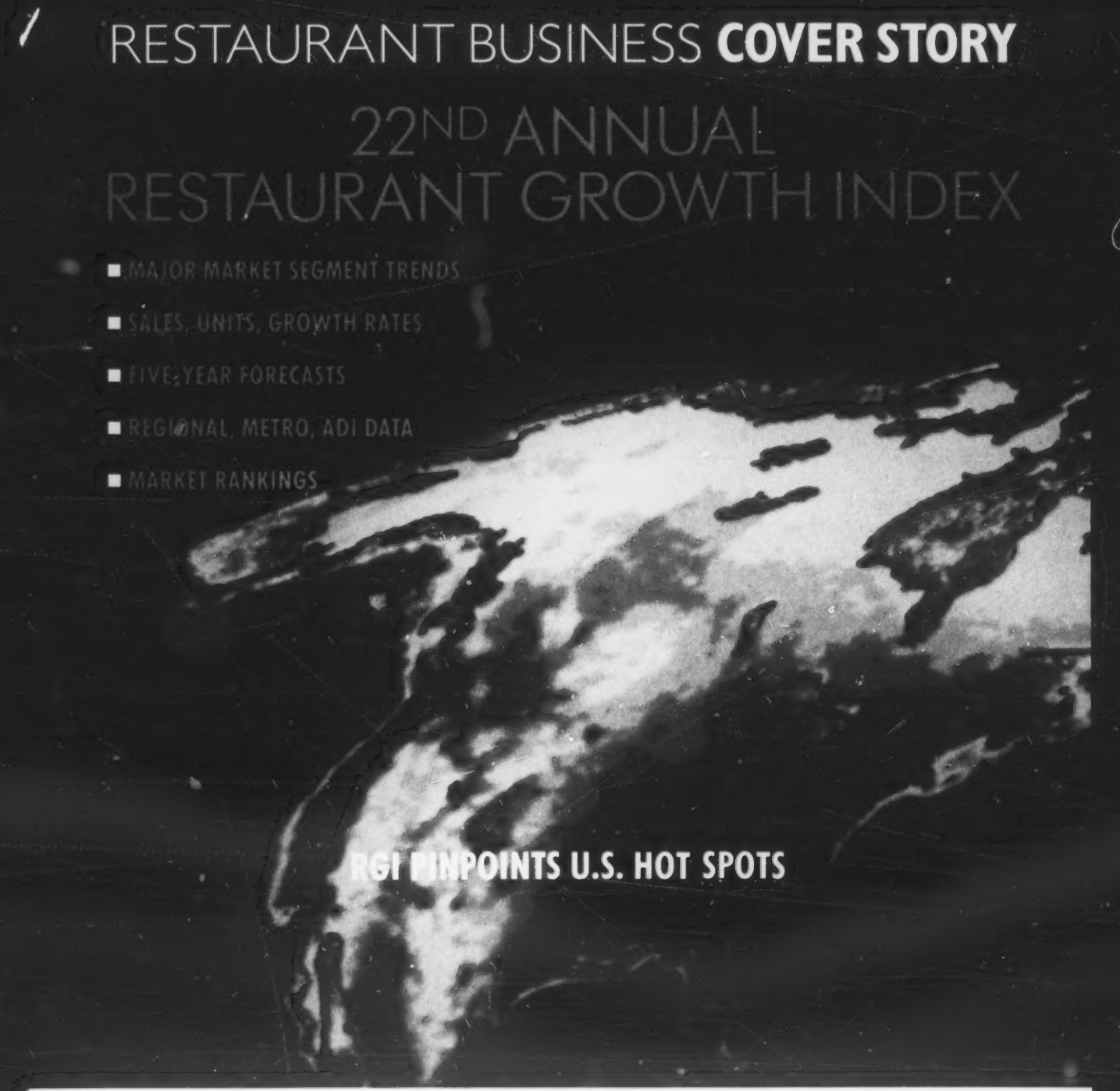

RGI PINPOINTS U.S. HOT SPOTS

The 22nd Annual Restaurant Growth Index is *RB's* exclusive state-of-the-industry analysis. Presented in two sections—market segment reports and statistical tables—RGI functions as a complete tool for evaluating both industry segment and geographic market potential. Included are reports on trends and sales within the eight major segments—separate eating and drinking places, retail, leisure, hotel/motel, business & industry, health care, student feeding, and airline—as well as a comprehensive package of statistical information, grouped by Metropolitan Statistical Area (MSA) and Area of Dominant Influence (ADI). *Continued on next page*

LINEUP

WORTH NOTING

Over the past two decades, *Restaurant Business'* annual Restaurant Growth Index (RGI) has become a benchmark industry document. Each year, improvements are made and new information is added, increasing the value of the RGI report to readers and the industry. This year, for the 22nd Annual RGI, *RB* is pleased to announce yet another, substantial change.

In order to offer readers a more consistent source of reliable industry information, the market segment data featured in Part I of RGI, the Industry Report, is now being provided by Technomic Inc., the Chicago-based consulting firm that provides *RB* with much of its statistical information, including our exclusive Top 100 Chains and Top 50 Growth Chains reports.

In this transitional year, it is important for RGI users to realize that, in some instances, the 1987 data presented in this year's Industry Report will be at variance with last year's data; Technomic's methodology differs somewhat from that of our previous consultant. In addition, the data contained in our new Industry Report format has been restructured. For example, data for the ice cream/frozen yogurt category has been folded into the larger limited-menu data instead of broken out into a separate category as in past years. Moreover, several new categories are being introduced with this year's RGI, including the vending and airline markets.

RGI continues to provide a "state-of-the-industry" report in two parts. As in past years, Part I, the Industry Report includes exclusive trend studies of the eight major market segments. Part II, the Metro and ADI Report, encompasses sales and demographic profiles of the nation's 319 Metropolitan Statistical Areas and 212 ADI markets (Areas of Dominant Influence of a television channel) as well as ranking tables of all metro and ADI markets. This data, as in the past, is provided by Market Statistics, a division of Bill Communications.

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INDUSTRY REPORT

As the last decade of the 20th century rapidly approaches, the foodservice industry is showing all the classic signs of maturity. The heady expansion years of the 1970s and early 1980s are gone—perhaps forever, say some observers. This has been replaced by slow, but stable, real growth as well as a sense of wary optimism on the part of operators and industry analysts.

Competition—for customers, for prime locations, for labor—has become the operative principle. Competition governs both the commercial and institutional sectors of the foodservice industry today.

WINNERS AND LOSERS. That competition comes on a variety of fronts, crossing segment barriers and changing the face of the foodservice industry forever. Separate eating and drinking places face a proliferation of new contenders.

Other segments also have their problems. The lodging industry is seriously overbuilt. And the airline sector seems threatened to become consolidated out of existence.

Operators of B&I, health-care, and student dining facilities are increasingly constrained by the cost-consciousness of their clients.

And new sources of competition are springing up every day, in the form of better-quality prepared and convenience foods intended for home consumption. Supermarkets and convenience stores are competing for the foodservice dollar.

Food expenditures as a proportion of total Disposable Personal Income (DPI), however, are decreasing according to the USDA. In 1965, food accounted for 15.3% of DPI, after taxes; in 1988, it accounted for less than 12%. But the proportion of food purchased away from home has increased: In 1988, according to the USDA food away from home accounted for 38% of total personal food expenditures, up from 33% in 1965.

And for the first time, according to government data, the Consumer Price Index (CPI) for food at home will grow more significantly than CPI for food away from home, largely due to a disinclination on the part of the foodservice industry to raise prices in this largely noninflationary period.

Some segments fare better than others in these challenging times. The big winner in 1988 was the airline market, which logged real sales growth of 6.9%, followed by the leisure market, with growth of 4.9%.

The limited-menu subsegment of the separate eating and drinking place market enjoyed the next best rate of growth, at 4.1%, compared with its full-menu counterpart, lagging behind with just 0.8% real sales growth in 1988. Three other segments—student, lodging, and health care—each endured growth of less than 1% last year.

Over the next five years, that growth scenario is expected to continue, although all major market segments with the exception of one—the student market—are expected to register real compound annual sales growth in excess of 1%.

REAL GROWTH. Overall, the industry is expected to grow at a real compound annual growth rate of 2.1% over the next five years, with the commercial/contract/vending segments driving the bulk of that advance.

But again, the big winner is the airline market, expected to increase 4.5% a year in real terms, handily outpacing leisure (3.5%) and limited-menu restaurants (3.5%).

Growth in the separate eating and drinking place market is slowing—capacity now far outweighs demand—and the bulk of the rather modest 2.3% annual rate of growth will come from the limited-menu subsegment, which generated 1988 sales of more than $60 billion. The somewhat larger ($68 billion) full-menu category is expected to grow by only 1.5% annually over the period 1988-1993.

This very projection hints at one of the most vital keys to success in the near future: value pricing. Many observers feel that as consumers continue to experience a leveling-off in discretionary income, they will become even more value-conscious, and may "trade down" the price scale.

The foodservice industry is showing all the classic signs of maturation.

In a mature marketplace, however, when gaining share occurs at the expense of a competitor, there will be much more to the success equation. Successful competitors will build share through marketing, menu development, attention to service, and management of the basics of the business. It's not enough, anymore, to merely guarantee quality, service, and convenience.

In the nearly $13 billion retail market, foodservice has become a major competitive strategy; this should drive real sales growth of 2.7% per year through 1993. Convenience stores are making a major commitment to foodservice, lured by relatively high profit margins and promising sales. Meanwhile, many department stores have repositioned restaurants as contemporary cafes, and supermarkets continue to carve out business through sales of prepared and convenience foods.

Foodservice has also become an important tactic in the competitive war for the hotel/motel sector. Despite the fact that the travel industry is very healthy, the lodging market is overbuilt, and occupancy rates are slug-

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INDUSTRY REPORT

gish. In order to justify the cost of their facilities, hotel food and beverage executives are looking for new ways to build sales, by attracting local patronage as well as hotel guests to their restaurants.

Still, the segment experienced real growth of only 0.5% in 1988, and is expected to grow by a modest 1.5% annually, in real terms, through 1993.

The leisure market appears considerably more healthy, registering 4.9% real growth in 1988, with projections for continued 3.5% growth over the next five years.

Attendance at sports events is up, and theme parks are attracting record numbers of visitors as the baby-boom generation moves solidly into its own child-rearing years.

Increasingly, foodservice managers in the business and industry segment are guarding their flanks against the commercial competition. Charged with doing their part to increase productivity, B&I feeders are trying to keep workers on site by offering high-quality, popular food items that meet consumer expectations for nutrition and convenience. In many locations, both contracted and self-operated, this trend is taking the form of branded serveries, developed internally or through joint venture agreements with nationally known chains. According to RGI data, the segment will experience relatively moderate real growth of 2.0% annually over the next five years.

COMMERCIAL MARKET

1987: $199,350,000,000
+ 4.1% Real Sales Growth

1988: $212,802,000,000
+ 2.6% Real Sales Growth

1993: $293,518,000,000

The outlook for the health-care segment is somewhat less optimistic; the segment is expected to grow at a real rate of 1.0% annually during the period 1988-1993. In the wake of changes in regulations governing third-party payment procedures, acute-care hospitals are facing increasing cost constraints, and at the same time, are looking for ways to build profits through cash operations. The situation has created dramatic new opportunities for foodservice management companies; indeed, the contract sector of the health-care marketplace is expected to grow by 4.5% annually, in real terms, through 1993, offsetting declines in the hospital-internal subsegment. In the meantime, the aging of the population has also created the need for more long-term care facilities, including senior-living communities designed for an active, still-healthy older resident.

Within the student segment, the major issue continues to be demographics, although new financial woes in the form of restricted commodities programs are posing additional challenges for school foodservice directors. And, as in the case of the health-care segment, increasing pressures spell more opportunity for the contractors.

Over the period of 1988 to 1993, con-

INDUSTRY REAL GROWTH SUMMARY	1987 % Real Sales Growth Rate	1988 % Real Sales Growth Rate	1988 - 1993[1] % Real Compound Annual Growth
TOTAL MARKET	3.7	2.3	2.1
Commercial/Contract/Vending	4.1	2.6	2.3
Institutional/Internal	1.2	(0.6)	0.4
Military	0.4	0.0	1.0
MAJOR MARKET SEGMENTS:			
Eating & Drinking Places	5.2	2.5	2.3
Eating Places	9.7	3.3	2.4
Limited Menu Restaurants	9.6	4.1	3.5
Full Menu Restaurants	2.9	0.8	1.5
Retail Market	3.0	1.9	2.7
Hotel/Motel	(1.7)	0.5	1.5
Leisure	2.0	4.9	3.5
Business & Industry	1.9	3.4	2.0
Health Care	0.6	0.5	1.0
Student	1.2	0.8	0.7
Vending	1.8	2.4	1.5
Airline	8.8	6.9	4.5

The consumer price index for food away from home is 4% for both 1987 and 1988. Inflation for food away from home is forecasted to average 4.2% annually for the period 1988-1993.

tract foodservice in primary and secondary schools is expected to grow at a rate of 7.7% per year, in real terms, compared with just 0.3% per year for the internally operated counterpart. In colleges and universities, the contract sector is expected to grow at 1.5% annually, while the internal sector is expected to suffer a decline.

By contrast, the airline market is positively booming. After years of being written off as a necessary evil, airline foodservice is again being used as a marketing tool by an increasingly competitive industry. Several years of consolidation in the wake of deregulation has changed the face of the skies profoundly; today, rampant consolidation and fare wars are the name of the game. Despite the varying fortunes of the eight major market segments, however, the foodservice industry remains essentially sound. Growth may be slowing—the total market advanced only 2.3% in 1988, versus 3.7% the previous year—but it will continue.

The future, more than ever before, will belong to the operator who can successfully stave off competition—from the microwaveable frozen dinner, from the brown-bag lunch, from the place around the corner—to continue satisfying his customer.

continued on page 86

INSTITUTIONAL MARKET

1987: $33,511,000,000
+ 1.2% Real Sales Growth

1988: $35,056,000,000
(0.6%) Real Sales Growth

1993: $43,851,000,000

FOODSERVICE INDUSTRY SUMMARY

	1987	1987	1987	1987 vs 1986		1988	1988	1988 vs. 1987		1993	1988-1992 % Compound Annual	
	Units	Sales ($000,000)	Purchase ($000,000)	% Sales Growth Nominal	Real	Sales ($000,000)	Purchases ($000,000)	% Sales Growth Nominal	Real	Sales ($000,000)	Sales Growth Nominal	Real
TOTAL MARKET	635,435	235,605	90,756	7.8	3.7	250,712	96,463	6.4	2.3	341,054	6.3	2.1
Commercial/Contract/ Vending	488,600	199,350	72,824	8.3	4.1	212,802	77,705	6.7	2.6	293,518	6.6	2.3
Institutional/Internal	143,515	33,511	16,560	5.2	1.2	35,056	17,331	4.6	0.6	43,851	4.6	0.4
Military	3,320	2,744	1,372	4.4	0.4	2,854	1,427	4.0	0.0	3,685	5.2	1.0
MAJOR MARKET SEGMENTS:												
Eating & Drinking Places	336,400	137,106	47,290	9.4	5.2	146,221	50,341	6.6	2.5	200,938	6.6	2.3
Eating Places	303,000	125,730	43,308	10.1	9.7	135,009	46,417	7.4	3.3	187,165	6.8	2.4
Limited Menu Restaurants	145,000	54,976	17,042	14.0	9.6	60,426	18,732	8.3	4.1	88,158	7.8	3.5
Full Menu Restaurants	149,000	65,294	24,159	7.0	2.9	68,764	25,443	4.9	0.8	90,998	5.8	1.5
Retail	92,600	12,215	4,611	7.1	3.0	12,956	4,888	6.1	1.9	18,164	7.0	2.7
Hotel/Motel	25,600	12,050	3,704	2.2	(1.7)	12,598	3,873	4.5	0.5	16,642	5.7	1.5
Leisure	25,000	6,228	2,180	6.0	2.0	6,801	2,380	9.2	4.9	9,921	7.8	3.5
Business & Industry	16,000	14,065	7,033	6.0	1.9	15,140	7,570	7.6	3.4	20,534	6.3	2.0
Health Care	32,635	13,783	6,892	4.6	0.6	14,416	7,208	4.6	0.5	18,631	5.3	1.0
Student	92,350	18,840	9,050	5.2	1.2	19,741	9,490	4.8	0.8	25,119	4.9	0.7
Vending	9,000	13,264	5,969	5.8	1.8	14,140	6,363	6.6	2.4	18,7 2	5.8	1.5
Airline	30	3,244	1,622	13.1	8.8	3,610	1,805	11.3	6.9	5,526	8.9	4.5

NOTE: Sales estimates for Business & Industry, Health Care, Student, Vending, and Airline markets have been adjusted to reflect equivalent consumer expenditures, i.e., in noncommercial operations where a food sale, per se, does not take place.
Other primarily institutional segments such as penal facilities, religious orders, cargo lines, etc., are included in Institutional/Internal feeding totals.
Purchases include all food, alcoholic, and nonalcoholic beverages. Alcoholic beverages have been excluded in Business & Industry, Health Care, Student, and Airline markets only. Limited menu and full menu restaurant sales are included in eating place sales. Eating place sales are included in eating and drinking place sales and should not be added with other major market segments to arrive at total market sales.

SEPARATE EATING & DRINKING PLACES

The rich get richer and the also-rans struggle in today's separate eating and drinking place market. Quick-service restaurant segment leaders roll on, gathering market share. Full-service chains with momentum also do well, as do a number of established independents. The gains in both categories come largely at the expense of less fortunate chains and independents that lack a strong identity, market penetration, big media dollars, and adroit management.

"We're having a soft, soft year," says George Rice, chairman of GDR/CREST, a service of NPD Research in Park Ridge, IL. Last year's paltry 0.5% rise in customer traffic is likely to be followed by negative results this year, with both quick-service and midscale restaurants reporting flat or down traffic in recent quarters.

Surprisingly, customer traffic in quick-service restaurants (QSRs) and off-premise customer traffic both showed negative 2% growth in the spring quarter. However, Rice emphasizes, it is premature to jump to conclusions about a decline in take-out and delivery. But if such results become a trend, it may indicate that supermarkets are stealing take-out business.

BEARING BURDENS. In addition to the mounting competition, operators must bear the burden of increasing costs of labor, occupancy, utilities, and food, the last as a result of last year's drought. In the future, their P&L statements are likely to be impacted by a higher minimum wage and mandated health benefits, too.

President Bush's veto and a thwarted override attempt in Congress have spared operators the burden of the higher minimum wage, at least temporarily. But mandatory health benefits is an issue operators find even more threatening.

The National Restaurant Association found nothing to cheer in Surgeon General Koop's recent recommendation of higher excise taxes on alcoholic beverages, stricter legal definitions of DWI, advertising restrictions, and increased liability exposure for operators. If enacted, such recommendations could further depress beverage business in restaurants.

Now that he has acquired Church's, Popeyes' founder Al Copeland has yet another project: the Super Popeyes concept, pictured, which serves a more varied menu.

Gains are coming at the expense of smaller chains.

Moreover, state and local lawmakers are enacting taxes, restrictions, and even outright bans on fast-food packaging materials in many localities, despite evidence that fast-food refuse accounts for less than 1% of solid waste.

In this troubled environment, growth is slowing in the separate eating and drinking places category. In 1988, the sector showed a 2.5% real growth rate, down from a 5.2% real growth rate in 1987, according to RGI data. Looking ahead, compounded annual real growth is projected to be only 2.3% between 1988 and 1993.

WHEELING AND DEALING. Not surprisingly, acquisition tempts chains as a means of instant growth, despite the resulting debt burden. Small chains and independents find their costs increasingly pressured as a result. With tax treatment still favorable, billions of dollars in pension funds available for leveraging, and aggressive investment firms eager to turn deals, mergers and acquisitions are likely to continue.

Flashiest of the recent mega-deals was Grand Metropolitan PLC's $5.7 billion acquisition of The Pillsbury Company, with Burger King the main prize.

In another major transaction, Coniston Partners LP, a New York City-based investment partnership without prior foodservice industry experience, agreed to pay $1.7 billion for TW Services, parent of Denny's, Canteen Corp., and Hardee's franchisee Spartan Foods.

Even long-established segment leaders find themselves at risk. At press time, Dunkin' Donuts was still locked in a

protracted struggle against a hostile bid by Unicorp of Canada.

In other wheeling and dealing, Tennessee Restaurant Group, parent of Perkins family restaurants, scooped up Friendly Ice Cream Corp. for $375 million, and Popeyes Famous Fried Chicken took Church's Chicken under its wing for $392 million.

Chains also find some growth in joint ventures with players in different segments. Arby's, for example, will join with Pilot Oil Corp. to locate units at truck stops. Pizza Hut and Marriott are cooperating on kiosk units in contract feeding accounts. McDonald's will do the same in Morrison Custom Management accounts.

One of the brightest lights in limited-menu restaurants is the PepsiCo restaurant division, comprised of Pizza Hut, Taco Bell, and Kentucky Fried Chicken, each one dominant in its segment. In the first quarter, the PepsiCo restaurants reported net sales of $1.1 billion, a 27% year-to-year increase, and operating profits of $66 million, a 43% year-to-year increase.

Still, hamburgers remain the largest and most visible segment of the industry, one in which competition is clearly intense and growth difficult.

McDonald's maintains its staggering pace of serving some 22 million customers daily in 10,500 restaurants in 50 countries. And with its industry-leading billion-dollar advertising and promotional budget, the Oak Brook, IL-based behemoth is not likely to relinquish its lead. This year, McDonald's introduced its first new nationwide product in two years, the Country Style McChicken sandwich.

Miami-based Burger King, the number-two burger player with more than 5,900 units worldwide, has suffered from stagnant growth and a host of marketing, advertising, and franchisee relations problems in recent years. But new parent Grand Met says it is committed to turning around the sleeping giant. Limited-time promotional products continue to figure in Burger King's strategy. During the summer it promoted the Cheese Trio sandwich.

Dublin, OH-based Wendy's is celebrating its 20th anniversary this year with continued signs of pulling out of its slump. Increased customer counts and earnings in recent quarters bode well for a turnaround. The chain has taken a number of constructive steps under new CEO James Near, including refocusing its marketing efforts and remodeling units. Founder R.D. Thomas communicates with the nation in TV spots. And the 18-ft.-long SuperBar food bar continues to bring in some sales and differentiate the company from the competition. However, some analysts have called it a risky move that diverts attention from its primary burger business.

Segments such as pizza, Mexican, and baked goods have led the growth parade in the limited-menu restaurant category

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1987: $137,106,000,000
+ 5.2% Real Sales Growth

1988: $146,221,000,000
+ 2.5% Real Sales Growth

1993: $200,938,000,000
+ 2.3% Real Sales Growth

SEPARATE EATING & DRINKING PLACES	1987 Units	1987 Sales ($000,000)	1987 Purchases ($000,000)	1987 vs 1986 % Sales Growth Nominal	Real	1988 Sales ($000,000)	1988 Purchases ($000,000)	1988 vs. 1987 % Sales Growth Nominal	Real	1993 Sales ($000,000)	1988-1992 % Compound Annual Sales Growth Nominal	Real
Separate Eating Places	303,800	125,730	43,308	10.1	9.7	135,009	46,417	7.4	3.3	187,165	6.8	2.4
Limited Menu Restaurants[1]	145,000	54,976	17,042	14.0	9.6	60,426	18,732	8.3	4.1	88,158	7.8	3.5
Full Menu Restaurants	149,000	65,294	24,159	7.0	2.9	68,764	25,443	4.9	0.8	90,998	5.8	1.5
Public Cafeterias	6,100	3,867	1,547	6.0	2.0	4,099	1,840	5.0	1.0	5,559	6.3	2.0
Social Caterers	3,700	1,593	560	7.0	2.9	1,720	602	8.0	3.8	2,449	7.3	3.0
Separate Drinking Places[2]	32,600	11,376	3,982	1.8	(2.1)	11,212	3,924	(1.4)	(5.2)	13,773	4.2	0.0
Total	336,400	137,106	47,290	9.4	5.2	146,221	50,341	6.6	2.5	200,938	6.6	2.3

1. Includes ice cream and frozen custard stands
2. Includes only bars and taverns that serve food.

SEPARATE EATING & DRINKING PLACES

in recent years, but all have found growth more difficult of late.

In the pizza segment, real growth hit 12.7% in 1987, and unit growth increased by more than 10,000 units in the past two years. Although the segment's best days are probably behind it, it still seems to have room for growth.

"You don't see double-digit growth in pizza today like you did a few years ago," says Herman Cain, president and CEO of Omaha-based Godfather's Pizza. "But our 5% to 6% growth is still better than the industry's."

The driving force behind pizza's growth, off-premise dining, is expected to account for a third of pizza sales by 1990, according to CREST figures.

Wichita, KS-based Pizza Hut remains on a McDonald's-like roll in the segment, aggressively penetrating markets and blanketing them with media messages. Now with 6,800 units worldwide and a 23% pizza market share, Pizza Hut appears to be on course to achieve its goal of 40% share by the mid-1990s.

ALTERNATIVES. One of its key strategies is to emphasize delivery sales and alternative distribution systems. It plans to have 1,800 delivery and carry-out "delco" stores in operation by year end. It is also pushing ahead with Pizza Hut Express in-line and food-court units. Other test ventures include kiosks, drive-thru-only units, and experimental triple-combo food court units with sister PepsiCo concepts Taco Bell and Kentucky Fried Chicken.

Ann Arbor, MI-based Domino's Pizza remains the king of home delivery, but finds sales increasingly harder to come by as more players take on home delivery. Still, the chain had momentum enough to open its 5,000th unit this year, and to introduce a pan pizza, its first-ever new product rollout.

Number-four player in the segment with more than 600 units, Godfather's Pizza sees its niche as "the pizza expert," says Cain; the chain touts its product quality and generous topping portions. Godfather's new rollout is its Golden Crust pizza, a lighter pie with a distinctive taste compared to its regular pizza.

The galloping saturation of the pizza segment hasn't dissuaded St. Joseph, MO-based Breadeaux Pisa from growth aspirations. Since its founding in 1984, it has franchised 100 carry-out pizza "bakeries" in rural Midwestern towns. The concept's marketing angles are chewy French bread-style crust, lots of toppings, and two pizzas for one price.

Increasing competition has slowed traffic growth among quick-service Mexican places from double to single digits recently. Still cranking out the numbers, however, is Irvine, CA-based Taco Bell, the segment leader with more than 3,000 units and 1988 sales of $1.6 billion for a 60% market share.

Perhaps the most innovative new slant in Mexican QSRs is the 11-unit Portland, OR-based Macheesmo Mouse chain. It offers what it calls "smart food," made with reduced animal fats and sodium. The menu features brown rice, black beans, and whole-wheat tortillas.

Even some major chain restaurants are modifying their products and practices to satisfy the growing customer demand for healthful foods.

More than a year ago, Rocky Mount, NC-based Hardee's Food Systems became the first major chain to switch to vegetable oil for all of its frying, including french fries. Hardee's also targets health-conscious consumers with a grilled chicken sandwich—the only non-breaded, nonfried chicken sandwich among the major chains, it claims—and a chicken breakfast biscuit.

Increasing costs of labor, occupancy, utilities, and food will impact profits.

This year, Atlanta-based Arby's announced that it too would begin using vegetable oil exclusively as a frying fat.

Another healthful step forward was taken by the Blimpie submarine sandwich chain, owned by the New York

Creative Restaurant Management's concept Fred P. Ott's offers partial table service of American specialties, a full bar, and a pub atmosphere.

City-based Astor Restaurant Group. It is testing Blimpie Lites, a line of five salads and sandwiches that are each under 300 calories. Included are tuna and chicken salad, turkey and cheese, seafood, and tova fish, a surimi fish product. "We're going after the customer who has abandoned regular fast food because of nutritional concerns," says president Tony Conza.

Also striving for a slice of the healthful food market are limited-menu bakery-restaurant concepts such as Boston-based Au Bon Pain, which has introduced trendy items such as oat bran-apple muffins. Another chain, Park City, UT-based Mrs. Fields, has rolled out a line of oat bran bagels, muffins, dinner rolls, breads, and cookies in combo stores with La Petite Boulangerie, a French bakery concept Mrs. Fields acquired from PepsiCo in 1987.

WHITE MEAT. Americans consumed an all-time high of 64.1 lb. of chicken per person in 1988, according to the U.S. Department of Agriculture. In addition to the home dinner table and the kitchens of chicken chains, the bird is showing up on the menu boards of numerous nonsegment players, such as McDonald's, Burger King, Wendy's, and Hardee's.

In the QSR chicken segment, once again, a strong number-one chain thrives while lesser ones struggle. PepsiCo's Louisville, KY-based Kentucky Fried Chicken, which has nearly 5,000 stores, has achieved a 46% market share and $4.9 billion sales in 1988, up 16% over the previous year.

The biggest news in the chicken segment is the acquisition of San Antonio-based, 1,368-unit Church's Chicken by Alvin Copeland, the flamboyant owner of 720-unit Metairie, LA-based Popeyes Famous Fried Chicken. The spotlight will be on Copeland as he attempts to turn around Church's three-year sales and profit declines and mold a complementary, not competitive, strategy for the two brands.

The Oriental food segment is somewhat inscrutable to restaurant industry observers. "It seems to grow steadily without major chain development or marketing dollars," says CREST's George Rice.

Sizzler, the 625-unit steak-house chain, also emphasizes chicken, seafood, and an extensive salad bar as well as soup, pasta, and taco bars.

One Oriental segment player with big ambitions is Pompano Beach, FL-based Hop Too's, a carry-out and delivery concept. Founded in 1987, Hop Too's now has seven 800- to 1,000-sq.-ft. units in strip centers and projects that 12 more will open this year. The company says that none of its dishes take longer than two minutes to cook to order.

SANDWICHES: VIABLE. The great growth of Milford, CT-based Subway Inc. is witness to the viability of the sandwich market, which increased 24% in sales last year to $1.2 billion. Subway expects to grow to 4,000 units by this December, from 250 units in 1983.

A sandwich chain also planning an expansion campaign is Menominee Falls, WI-based Cousins Submarines, which hopes to at least double its 36 units by 1992. It will franchise aggressively in the upper Midwest, especially Chicago.

The closest thing to a national chain of QSR Italian restaurants is Commack, NY-based Sbarro Italian Eatery, which has 343 units in 42 states, mainly in malls. Like many QSR chains, the search for new sites is taking Sbarro to nontraditional venues such as airports and highway interchanges.

Budget steak houses have blossomed into midscale, family-oriented restaurants with a considerable menu evolution away from red meat dominance, although customers have certainly not given up beef.

One of the fastest-growing is Los Angeles-based Sizzler, owned by Collins Foods. From 1983 to 1988, average unit sales increased more than 60%. Today, the 625-unit chain also emphasizes chicken, seafood, and an extensive salad bar as well as soup, pasta, and taco bars.

Another rapidly growing chain is Little Rock, AR-based TCBY, runaway leader in the frozen yogurt category. In the second quarter alone, it opened a record 131 stores, on track for a projected 1,300 stores and $300 million in system-wide sales by the end of 1989. It now advertises on network TV in the company

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SEPARATE EATING & DRINKING PLACES

Skipjack's Seafood Emporiums, a pair of Boston restaurants, have become known for fresh seafood and a slick, upscale ambience.

Mergers and acquisitions continue to be important expansion vehicles.

of the fast-food giants.

Cafeterias have been providing high price/value and a reasonable facsimile of home-cooked food to families and fixed-income customers for decades. Despite real growth of merely 1% in 1988, down from 2% in 1987, the category is well positioned to cash in on the graying of America.

Now, a leading cafeteria has jumped on the bandwagon of the meals-at-home trend. San Antonio, TX-based Luby's is retrofitting its freestanding cafeterias for its "Good Food To Go" program. These stores have separate entrances, waiting areas, and cash registers for take-out customers. In remodeled stores, sales have increased 4% to 7%.

In recent years, an interesting new slant on quick-service restaurants has emerged, combining some of the features of casual dining with fast-food pricing and convenience. Examples can be found in the Mexican patio restaurants of the Southwest. There, chains such as Taco Cabana and Two Pesos offer counter service of scratch-made fajitas and fresh-cooked tortillas, margaritas and beer, a flamboyant cantina decor, and breezy patio seating, as well as double drive-thru windows for take-out.

Similar in many regards is Super Popeyes, a concept being tested by Popeyes' owner Alvin Copeland. The 3,000-sq.-ft., 110-seat restaurant menus grilled chicken and fajitas, offers margaritas and beer, and features patio seating.

A variant with a high degree of similarity to casual-dining restaurants is Fred P. Ott's, a concept being franchised by Shawnee Mission, KS-based Creative Restaurant Management. Ott's offers partial table service of burgers, ribs, and other American specialties, a full bar, and an atmosphere similar to a pub and sports bar.

Growth has been no simple matter either in midscale restaurants, which reported 2% traffic declines in each of the past three quarters, according to CREST. However, with QSRs similarly dropping 2% in the spring quarter, there is "a relatively better opportunity for midscale restaurants now," says Rice.

Bucking the trends with standout growth are Orlando, FL-based General Mills Restaurants' Red Lobster and Olive Garden dinner-house chains. Together, they opened more than 100 new units in the past year and produced sales and profit gains as well. In fact, the pair could account for more than a third of General Mills' profit growth in the future, the company says.

Although Mexican midscale restaurants have been afflicted with the doldrums for more than a few quarters, opportunity still presents itself, according to segment operators.

"I like the Mexican segment," says chief executive Hal Smith of Louisville-based Chi-Chi's, a privately owned subsidiary of Foodmaker Inc. "It's not recession-proof, but its high value should hold up even if the economy slows down."

Chi-Chi's is doing much better than holding its own, turning in 5% to 6% comparable sales increases and building an average volume of $2.6 million in its 140 stores, Smith says.

A bright spot in midscale Mexican are distinctive new cantina-style players typified by the Atlanta-based Rio Bravo chain, which features a unique, comfortably worn border cafe atmosphere as well as the big portions and affordable prices the segment is known for.

Contributing to the woes of Mexican operators is the excellent job that casual dining chains do of incorporating Mexican-style items into their menus.

Dallas-based Chili's, headed by the formidable team of chairman and CEO Norman Brinker and president and COO

Ron McDougall, continues to shine in the casual-dining category. In 1988, Chili's added 32 units to its system for a total of 146 in 21 states, and built its average unit volume to slightly more than $2 million. This year, it acquired the six-unit Grady's casual-dining concept in the Southeast as another growth vehicle.

Chili's succeeds by consistently executing a relatively simple, limited menu of enduringly popular items, such as fajitas, ribs, salads, chicken, shrimp, and gourmet hamburgers, which today account for just 12% of sales.

Chili's may soon find itself contending with an improving rival in Dallas-based TGI Friday's. Last year, Friday's comparable store sales increased by 2.7%, the first such increase since 1982. Helping improve the situation is a re-engineered menu of fewer items for operational ease, but also new items with broad customer appeal, such as ribs, more pastas, and lighter foods such as a fresh vegetable medley.

A distinctive casual-restaurant concept recently debuted in Morgantown, WV. Boston Beanery Restaurant and Tavern serves up hearty portions of American food in the atmosphere of a 19th century Boston tavern. Signatures include the Paul Revere seven-layer salad and the Boston Beanwich, a sandwich of baked beans, bacon, and cheddar.

FISHING FOR SALES. Seafood is one of the leading menu items in full-menu restaurants, although perhaps slightly less popular than it has been in the past. The six-year streak of increasing per capita consumption of fish was broken in 1988, when the figure declined to 15 lb. per person from 15.4 in 1987, according to the National Fisheries Institute.

Skipjack's Seafood Emporiums are a pair of Boston restaurants that have become known for scrupulously fresh seafood and a slick, upscale ambience. Sales at the Copley Square Skipjack's are running at a $4 million pace.

HIGH-TICKET. For some time now, luxury restaurant operators in major cities have found both sales and traffic softening. Haute cuisine operators are seeing many of their former customers cross the street to eat at an increasing number of good, less expensive dining alternatives. Bistros and trattorias offer stylish and satisfying food and drink at reasonable prices in classy surroundings.

An example is Fino, in Torrance, CA, a restaurant that celebrates Mediterranean food and wine. None of its entrees cost more than $15. Selections include grilled flank steak with tabouli and bruschetta, sea bass Catalan style with tomatoes, onions, and garlic, and roast duck with thyme-olive sauce.

Independent operators in Chicago have opened two new spots this year that demonstrate good food, fun, and value.

Terczak's is the latest venture of chef John Terczak, whose cutting-edge American cooking attracted national attention at Gordon in Chicago and Cafe Marimba and Safari Grill in New York. Here, he's scaled back to simple, home-style foods. Choices include roast pork stuffed with spicy Italian sausage and three-cheese lasagna for less than $15 a plate, and with wines to match.

Metropolis 1800 in Chicago strikes a much different chord with a motif of blue-gray tones, set off by indigo, black, and cream accents and framed contemporary art. Co-owners Erwin and Cathy Drechsler craft an eclectic menu of dishes such as fish chowder with saffron and Napa cabbage and sautéed baby salmon with avocado chive butter, all under the $15 threshold.

What does the future hold? The 1990s will likely be a decade of increasingly automated restaurants for quicker service and lower labor costs. Among the chains experimenting with high-tech equipment is Arby's, which is testing a system that allows customers to order their food directly on a touch-screen computer. Another is Kentucky Fried Chicken, which is developing a $20 million computer operations link.

In addition, the customer of the future will likely ante up at the fast-food counter with a credit card. Domino's and Arby's are two of the first to test credit cards. The latter has reported 2% to 5% sales increases and an average purchase increase from $3.20 to $5.50.

For now, operators in most separate eating place segments have to weather a tough period of maturation and burgeoning competition. "The survivors will be companies with a clear identity, that are properly leveraged and able to penetrate their markets," says Rice of GDR/CREST. "The industry that emerges will be a strong one."–**James Scarpa**

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PepsiCo is experimenting with triple-combo food court units by combining concepts.

RETAIL

Foodservice has become a gold mine for retailers. The retail sector, challenged by competition and spiraling costs, no longer considers foodservice a necessary evil. Today, it's a viable profit center.

According to RGI data, real sales from foodservice in the retail segment increased 1.9% in 1988, and the segment is expected to experience real compound annual growth of 2.7% over the next five years, outstripping the commercial market's expected 2.3% rate of growth.

The engine driving this sector is the convenience store subsegment, which posted gains of 3.0% last year. According to Tom Campbell, president of C-Store Concepts, a consulting firm based in Plano, TX, foodservice now represents 8% of total c-store sales, a proportion that's expected to reach 20% by the early 1990s; more than 64,000 of the nation's 85,000 convenience stores currently serve some sort of food. In the past two years, says Campbell, the category has grown by 15% annually, and with a 49% profit margin, is two to six times more profitable than typical nongasoline merchandise.

All of which has made for some intense competition. A number of the major oil companies—including Exxon, Amoco, and Shell—are reportedly aiming for the c-store market, with plans on the drawing board for several thousand stores each over the next five years.

PETROL PRESSURE. With their prime locations and established niche in the petroleum market, notes Campbell, the oil companies could bring about a doubling in the size of the industry in the next five to six years. At least one c-store chain, Circle K, may already be feeling the pressure: executives announced the company was on the block this summer.

Meanwhile, segment leader 7-Eleven is still practicing austerity in the wake of parent Southland Corp.'s 1987 leveraged buyout. Southland has been selling off related businesses and easing up on expansion, as well as closing a number of underperforming stores, in an attempt to pay down its debt. In the meantime, however, a company spokesperson says foodservice remains "an important and growing part" of the company's strategy.

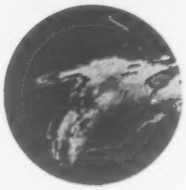
Foodservice is now an increasingly important part of the retail strategy.

Specifically, 7-Eleven has invested heavily in branded products such as the "Breakfast Bite" sausage sandwich, and in freshly made deli sandwiches. The company is also evaluating its "Get Hot" program. In addition, 7-Eleven offers Dunkin' Donuts and Winchell's baked goods in about 1,500 stores.

INDEPENDENT MOVES. Despite the competitive environment, however, there is ample opportunity for those smaller, independent c-store chains willing to make the necessary commitment to foodservice. Jennie Jones, who heads up the foodservice program for Richmond-based FasMart, with 33 stores in Virginia, says the company counts 33% of its inside sales from foodservice.

DEPARTMENT STORES. A similar situation exists in the realm of department store foodservice, as retailers in this sector move to keep shoppers in the stores longer and, perhaps, to attract nonshoppers to their restaurants. To accomplish this, many of Chicago-based Marshall Field's 22 stores feature The Gourmet Cafe, a self-service concept adjacent to the gourmet foods area and open to store traffic. Soups, salads, and sandwiches form the backbone of the menu. The concept captures more than 2.5% of total store sales, compared with 1.5% for the table-service restaurants it replaces.

K mart's new American Fare hypermarket features several foodservice outlets, including this stand-up pizza station and eatery.



Such concepts, according to retail foodservice directors, post better margins and boost traffic, while reducing costly labor. "Foodservice may still be less profitable than other departments, but it's holding its own," comments Lachlan MacBean, director of food services for Reading, PA-based Boscov's, the largest independent retailer in the U.S. with 18 Boscov's full-line department stores.

AMBIENCE. Boscov's flagship foodservice concept is The Greenery, a European-style servery featuring exhibition cookery, scratch-made entrees, salads, sandwiches, and soups, and upgraded self service. The concept is generating annual sales of more than $1 million in the three stores it is in, and will eventually be incorporated into all new stores.

Dayton Hudson, the nation's fifth-largest department store chain with 37 stores in seven states, is taking more of a fast-food approach. The company's typical operation is Marketplace Foods, an upscale carryout facility anchored by the Yogurt Express and Chickery, featuring marinated, charbroiled chicken dishes.

Dallas-based Neiman-Marcus is taking a somewhat different approach. The company's new N.M. Cafe is decidedly full service, a 60-seat bistro-cafe serving such lighter fare as sandwiches, salads, and limited hot entrees. The first N.M. Cafe opened in the Houston Galleria store, with more expected to open over the next several years.

SUPERMARKETS SERVE. Meanwhile, supermarkets are trying to carve their own niche in the food-away-from-home market. Chains such as Kroger, King's, and Grand Union are offering customers a variety of prepared foods for take-home dining, as well as service delis, scratch bakeries, and other value-added departments. Some experts envision a near future in which European-style department/grocery stores will offer shoppers virtual "food streets" with a wide variety of raw and prepared foods for consumption both on site and at home.

HYPERMARKETS. An early salvo in this war may well have been fired by the hypermarket—one of the most controversial new retailing formats to hit the scene. Introduced in the U.S. by such European chains as Carrefour and Auchan, the concept has been picked up by a handful of the country's major discount retailers, including Wal-Mart and K mart. Part discount store, part grocery store, the typical hypermarket features more than 200,000 sq. ft. of selling space, with all the usual merchandise selections of both formats.

1987: $12,215,000,000
+ 3.0% Real Sales Growth

1988: $12,956,000,000
+ 1.9% Real Sales Growth

1993: $18,164,000,000
+ 2.7% Real Sales Growth

K mart, the country's second-largest retailer, opened its first American Fare hypermarket in Stone Mountain, GA, in January, in conjunction with the Bruno's grocery chain. The 244,000-sq.-ft. behemoth has 35 departments including food, apparel, and hardlines, with 81 check-out stations and a food court that features Little Caesar's Pizza and International Submarines outlets, Kentucky Fried Chicken, Taco Bell, and TCBY yogurt franchises, as well as deli and pizza stands. Although there are only about a dozen hypermarkets in the U.S. to date, many executives say it's a trend that bears watching.–**Joan Lang**

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RETAIL MARKET: FOODSERVICE SALES	1987 Units	1987 Sales ($000,000)	1987 Purchases ($000,000)	1987 vs. 1986 % Sales Growth Nominal	Real	1988 Sales ($000,000)	1988 Purchases ($000,000)	1988 vs. 1987 % Sales Growth Nominal	Real	1993 Sales ($000,000)	1988-1993 % Compound Growth Sales Growth Nominal	Real
General Merchandise Stores[1]	18,300	1,760	686	6.6	2.6	1,838	717	4.4	0.3	2,373	5.2	1.0
Drug & Proprietary	10,500	605	236	7.4	3.3	646	252	6.9	2.7	814	4.7	0.5
Convenience Stores[2]	49,000	5,036	1,763	9.9	5.7	5,395	1,888	7.1	3.0	8,259	8.9	4.5
Other Specialized Retail Stores[3]	14,800	4,814	1,926	4.5	0.6	5,077	2,031	5.5	1.3	6,719	5.8	1.5
Total	92,600	12,215	4,611	7.1	3.0	12,956	4,888	6.1	1.9	18,164	7.0	2.7

1. Includes department, variety, and miscellaneous general merchandise stores.
2. Includes primarily gasoline stations and traditional c-stores with foodservice. Previously, gasoline stations without foodservice had been included.
3. Includes supermarket restaurants, specialty food shops (such as cheese stores), and miscellaneous retailers such as liquor and book stores.

LEISURE

Sales growth within the leisure market is expected to remain steady through 1993. The real compound growth rate throughout the period will hit 3.5%, according to RGI data.

But while the general prognosis for the market tends to be upbeat, examination of the individual segments reveals some highs and lows. For example, the 1989 summer concert business is down significantly from last year despite major tours by such rock groups as the Rolling Stones and The Who. On the other hand, sports venues—notably those housing major league baseball teams—are logging high attendance.

Richard Carlson, president of the recreation services divisions of Canteen Corp. in Chicago, agrees that the summer business has been somewhat uneven. "The concert market is not as good as it was in 1988," he explains. "Last summer, each venue did an average of 40 concerts during the three- to four-month period. This summer that number was down to about 30." On average, however, per capita spending at concert concessions has increased about 5% to 8%.

Nevertheless, Carlson points out that the foodservice business at baseball stadiums "has been outstanding. Attendance is up over last year, and business is up about 8%."

Canteen operates concessions for such teams as the New York Yankees, the Kansas City Royals, the Minnesota Twins, and the Oakland Athletics.

Additionally, the weakened dollar is contributing to increased travel within the United States. Carlson says that the number of visitors to the major recreational parks Canteen services—including the Grand Canyon, Brice, and Zion—is up 10%.

Though traffic is up overall, the market is very inconsistent.

The one soft spot, however, remains Yellowstone National Park. After last year's devastating fires, overnight business dropped off significantly. "The day traffic is good, and the food sales are solid," Carlson notes. "But people just aren't staying in the park hotels."

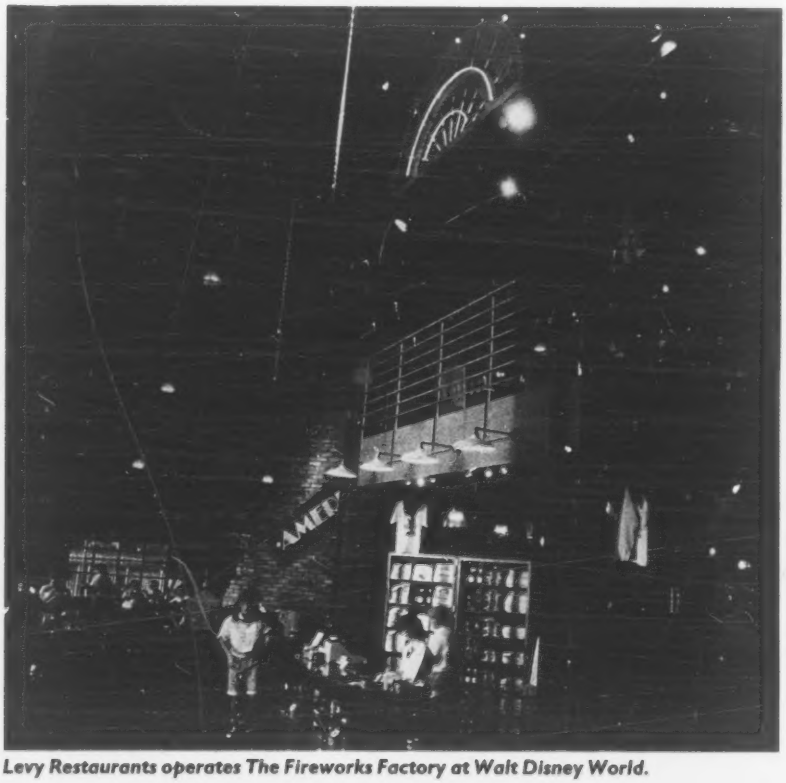
Executives at ARA Leisure Services are witnessing much the same trends in the leisure market. "The concert business is down," notes Wes Westley, vice president of finance. "But we've been seeing good attendance levels in the major league stadiums."

ARA operates foodservice in the home facilities of such major league baseball teams as the Chicago Bears, the Pittsburgh Pirates, and the Atlanta Braves.

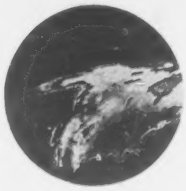
ACQUISITIONS. ARA's park business also remains solid, and during the past year, the Philadelphia-based contract feeder acquired two major park accounts—Ellis Island in New York Harbor and Lake Powell in Northern Arizona and Southern Utah.

Ellis Island, which is scheduled to open in June 1990, is expected to attract two million visitors annually. ARA Leisure Services plans to invest $3.4 million in converting 12,700 sq. ft. of the main building into a restaurant and gift shop. The restaurant will feature dining on a 100-seat terrace.

Since Ellis Island is associated with



Levy Restaurants operates The Fireworks Factory at Walt Disney World.



the great tide of immigrants, the menu will reflect the country's diverse ethnic influences. Menu items will include minestrone soup from Italy, *challah* from Israel, and moussaka from Greece. A selection of international beers will also be featured.

Lake Powell is by far the larger of the two accounts, generating revenues of close to $50 million a year. ARA purchased the rights to operate the recreational facilities on the 186-mile-long man-made lake from Del E. Webb Properties for $70 million.

The operation includes five marinas, lodging facilities with 370 guest rooms, 300 houseboats, and numerous restaurants, general stores, gift shops, and recreation-vehicle parks. Furthermore, the company sees vast expansion potential in both the downlake and uplake regions of the park.

RACETRACKS. While stadia and theme parks are seeing healthy sales, racetracks are also enjoying a strong year. In general, Sportservice, a division of Delaware North Co. in Buffalo, NY, is finding that its main area of growth this year has been parimutuel tracks, according to Jack Hertenstein, director of operations. During the month of May alone, Sportservice opened facilities at three racetracks: Ruidoso, NM; Muskegon, MI; and Birmingham, AL.

The year also saw two well-known commercial operators debut operations in the leisure market. Oak Brook, IL-based McDonald's Corp. continued its march into the segment with the opening of operations in Toronto's 50,000-plus-seat SkyDome stadium. McDonald's Restaurants of Canada—which invested $40 million in the project—operates 81 venues at the stadium: four restaurant counter sites, 20 "SkySnack" locations, 48 beverage stations, and nine vending kitchens.

In addition to McDonald's standard menu, the SkyDome menu includes a hot dog served on an egg-dough bun, deep-dish-style pizzas, hot cheese nachos, freshly baked pretzels, ice cream bars, and popcorn.

The Esplanade, one of the company's four restaurant sites in the stadium, can seat 465 people—making it the largest McDonald's in North America.

DISNEY-LEVY CONNECTION. Chicago-based Levy Restaurants—the owners and operators of such upscale restaurants as Spiaggia and Eurasia—launched two new operations in a joint venture with Walt Disney World. The two full-service restaurants, The Fireworks Factory and the Portobello Yacht Club, opened in the Walt Disney World complex in Lake Buena Vista, FL, earlier this year.

Levy was selected from a group of 13 finalists to operate the restaurants in the newly opened Pleasure Island complex. This is the first time the Disney organization has worked with an outside foodservice company.

The 377-seat Fireworks Factory specializes in American regional cooking, including catfish, barbecue, sandwiches, salads, steaks, and seafood. Portobello Yacht Club, with seating for 328, offers a wide range of Italian dishes. Levy invested more than $5 million in the two restaurants, but expects to gross as much as $20 million annually.

1987: $6,228,000,000
+ 2.0% Real Sales Growth

1988: $6,801,000,000
+ 4.9% Real Sales Growth

1993: $9,921,000,000
+ 3.5% Real Sales Growth

NEW RESORTS. Disney itself has invested heavily in its newest resort areas, Pleasure Island and Typhoon Lagoon, says Frank Heavlin, director of resorts, food, beverage and entertainment for the Orlando-based company. The two resort areas in Florida feature a number of foodservice operations in the form of clubs, restaurants, and food courts. Each resort, for example, offers one food court with eight to 10 proprietary operations. Merriweather's, a food court operating in the Pleasure Island complex, features a range of individual operations specializing in broiled foods and healthful dishes.

Typhoon Tillie's food court in Typhoon Lagoon also offers visitors numerous options, including tuna burgers prepared from fresh tuna and a broiled fish sandwich.—**Paul Frumkin**

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LEISURE MARKET: FOODSERVICE SALES	1987 Units	1987 Sales ($000,000)	1987 Purchases ($000,000)	1987 vs. 1986 % Sales Growth Nominal	1987 vs. 1986 % Sales Growth Real	1988 Sales ($000,000)	1988 Purchases ($000,000)	1988 vs. 1987 % Sales Growth Nominal	1988 vs. 1987 % Sales Growth Real	1993 Sales ($000,000)	1988-1993 % Compound Annual % Sales Growth Nominal	1988-1993 % Compound Annual % Sales Growth Real
Leisure [1]	25,000	6,228	2,180	6.0	2.0	6,801	2,380	9.2	4.9	9,921	7.8	3.5

[1] Includes theme parks, stadiums, arenas, tracks, theaters, camps, clubs, bowling lanes, etc.

HOTEL/MOTEL

A combination of internal and external pressures is reshaping hotel foodservice, and the segment enters the 1990s resembling the separate eating and drinking place sector more than ever before. Hotel executives are deepening an existing commitment to quality foodservice, and at the same time reevaluating human resource management to better serve the needs of both guests and employees.

Supply continues to outpace demand as evidenced by sluggish occupancy rates, but industry insiders are confident that new properties will outperform their aging counterparts. During the early 1990s, they believe, the new rooms will be absorbed in the marketplace with supply and demand leveling off.

As hotels aggressively market their services to prospective guests, hotel foodservice operations continue to target the local community as well as the in-house customer with more informal concepts, fun foods, cyclical promotions, and increased attention to service. The hotel/motel market registered foodservice sales of nearly $12.6 billion in 1988, according to RGI data. The sector is expected to register real compound annual sales growth of 1.5% over the next five years.

BACK TO BASICS. "When we build our new hotels, we are incorporating concepts that are more casual, and have a warmer atmosphere than the gourmet dining rooms of the past," says Peter Kleiser, senior vice president of food and beverage for Hilton Hotels. The Beverly Hills, CA-based chain is comprised of a mix of properties and location types: downtown, suburban, deluxe, resort, suites, economy, and an international division of Conrad International Hotels. There are 45 company-owned properties, 220 franchised sites, and 15 international hotels.

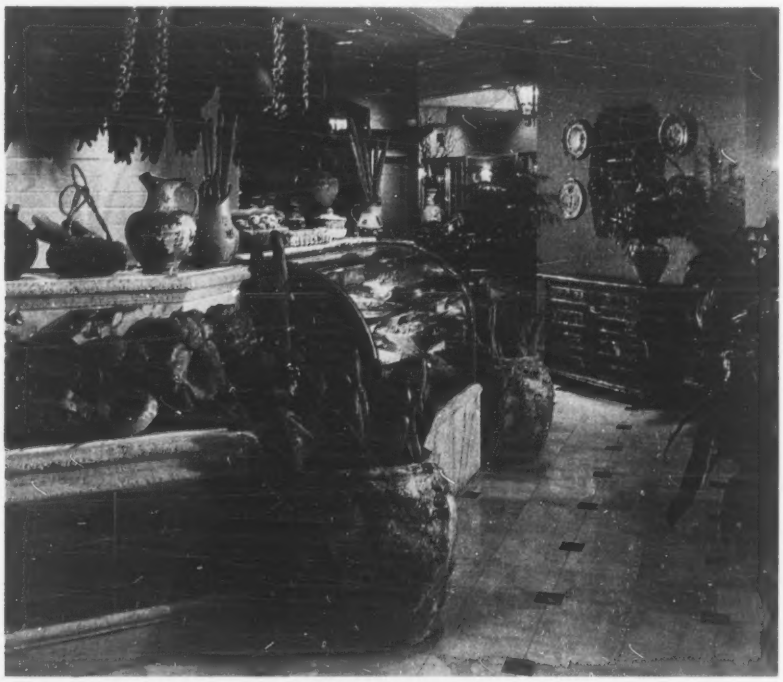
Overbuilding has forced hoteliers to treat F&B as a major profit center.

"As a result of our broad base of properties, we are extremely versatile when it comes to foodservice," says Kleiser. "Regardless of where the restaurant is or the type of concept, the present trend is 'back to basics.' The accent is on tasty and healthy foods that people can relate to. Creative dishes that were beautiful to look at but hard to enjoy have lost popularity."

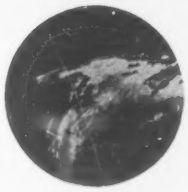
Similarly, Four Seasons Hotels is working hard to integrate its "brand name" value as a luxury hotel operator with more accessible foodservice throughout 40 food and beverage facilities in its 22 hotels. "Our challenge lies in making our dining rooms less intimidating and less formal, without sacrificing the quality atmosphere that has made Four Seasons' reputation in North America," notes Alfons Konrad, vice president of food and beverage for the Toronto, Canada-based company.

SENSE OF OWNERSHIP. The restaurants within the 97-property Hyatt Hotels and Resorts system meet their customers' expectations by positioning against local freestanding operations. "Restaurants within hotels have changed over the last five years," says David Zadikoff, vice president of food and beverage for the Chicago, IL-based Hyatt. "The hotel's signature restaurant must take a freestanding approach in order to compete with local restaurants."

Don Clawson, vice president of food and beverage for Minneapolis, MN-



The Two Sisters in Hyatt's Coral Gables, FL, property illustrates the company's philosophy of competing directly with local freestanding restaurants.



based Radisson Hotels International, is committed to American cuisine. He believes that Radisson customers have indicated that type of food as their preference. As a result, fresh, indigenous ingredients at their peak of flavor are incorporated into the menu, and the menus reflect the local preferences.

In its bid to find a niche in the local market, Embassy Suites, the Dallas, TX-based division of Holiday Corp. and the nation's largest all-suite chain, is leasing its foodservice facilities to popular, and profitable, local operators. Currently, only 23 restaurants in the chain's 93-unit system are company-owned. The remainder are operated by tenants who are, in the words of corporate food and beverage director Doren Chisholm, "normally the top operators in the local markets."

FOREIGN INVESTORS. Recent foreign investment in the U.S. hotel industry is slowly but substantially reshaping the lodging sector. In the 1990s, the industry should experience a 30% increase in foreign travelers. In addition, foreign investors are anxious to tap into the U.S. real estate market, where hotels provide long-term return on investment, gateway entry into the U.S., and trophy status for the investor.

One of the most interesting transactions to occur this year was the agreement between Prime Motor Inns Inc. of Fairfield, NJ, and the New World Development Co. Ltd. of Hong Kong. As a result of the agreement, made in April, Prime participated in the acquisition of the hotel business of Phoenix, AZ-based Ramada Inc. The total paid for the Ramada Hotel Group was $540 million. In its agreement with New World, Prime will operate Ramada's U.S. franchise system—more than 600 hotels nationwide operating under the Ramada Inn, Ramada Hotel, and Rodeway banners.

Prime is also the licensor of the Howard Johnson name and is a licensee of chains including Sheraton, Hilton, and Days Inn. Prime currently consists of 130 owned/leased/managed properties. Over the next five years, the company plans to build 232 new properties and will license 200 additional properties developed and built by others.

Under the Prime corporate umbrella are: the Howard Johnson Lodge, the Howard Johnson Hotel (which includes a restaurant and lounge), the Howard Johnson Park Square Inn (similar to a Marriott Courtyard), the Howard Johnson Plaza (a full-service, midprice property), and the Plaza Suite (an all-suite full-service property). In addition, the company introduced two new lines: the Wellsley Inn (a Howard Johnson subsidiary), which is a limited-service property, and the Ameri-Suite, a midprice, limited-service all-suite hotel offering a $55 to $60 room rate.

GREAT EXPECTATIONS. Peter Hothorn, vice president of food and beverage for Hampton, NH-based Omni Hotels, believes that managing customer satisfaction is vital for success in today's competitive marketplace. "We are learning that after you build up customer expectations, you must fulfill what has been promised. You must create a margin of difference between what you offer and what the competition offers. And service is the most important point of differentiation between you and the competition."

1987: $12,050,000,000
(1.7%) Real Sales Growth

1988: $12,598,000,000
+ 0.5% Real Sales Growth

1993: $16,642,000,000
+ 1.5% Real Sales Growth

Hothorn is emphatic about the need for increased training for all employees. His concerns are echoed by his counterparts. Hilton Hotels has established a training program with the Culinary Institute of America (CIA) in Hyde Park, NY. In this program, food and beverage managers, catering directors, and chefs attend classes at the CIA designed to hone their culinary skills.

Similarly, Konrad of Four Seasons is committed to his employees. The company offers an ongoing program of human-resource management that focuses on training, retention, and career planning.–**Denise M. Brennan**

HOTEL/MOTEL MARKET: FOODSERVICE SALES	1987 Units	1987 Sales ($000,000)	1987 Purchases ($000,000)	1987 vs 1986 %Sales Growth Nominal	Real	1988 Sales ($000,000)	1988 Purchases ($000,000)	1988 vs. 1987 % Sales Growth Nominal	Real	1993 Sales ($000,000)	1988-1992 % Compound Annual % Sales Growth Nominal	Real
Hotels	15,800	10,032	3,065	2.3	(1.6)	10,493	3,206	4.6	0.6	13,885	5.8	1.5
Motels[1]	9,800	2,018	639	2.0	(1.9)	2,105	667	4.3	0.3	2,757	5.6	1.3
Total	25,600	12,050	3,704	2.2	(1.7)	12,598	3,873	4.5	0.5	16,642	5.7	1.5

1. Includes motels and motor hotels.

BUSINESS & INDUSTRY

Branding and other commercial concepts are boosting participation.

While sales for the business and industry segment are projected to rise at a real compound annual growth rate of 2.0% through 1993, business and industry feeders are finding themselves competing not only with one another, but with commercial restaurateurs as well.

In fact, given all the recent consolidation in the B&I segment, some executives are now concerned that retail operations will cut into their bottom line even more than other B&I companies will.

BRANDING. Companies like Marriott, Greyhound, ARA Services, Morrison's Custom Management, and Canteen are signing agreements with large commercial operators like Pizza Hut, Dunkin' Donuts, Baskin-Robbins and—potentially—McDonald's to offer easily recognizable "branded" products in B&I venues.

At the same time, these contract feeding companies are offering their own "conceptual branding" to try to hold on to the proverbial captive market. Using proprietary signage, design, and logos, companies are developing in-house concepts for pizza, deli and baked good products, salad bars, and burgers.

The company responsible for introducing the "branding" strategy to the segment is Marriott Corp. in Washington, DC. Its recent agreement with Pizza Hut will allow Marriott to open 900 kiosks or carts in business locations—as well as schools, hospitals, and airports. Marriott operates about 1,200 business accounts that are expected to generate $800 million in sales this year.

So far, Marriott is operating about five Pizza Hut carts in business accounts, but Charles O'Dell, senior vice president, Marriott Food and Services Management, says he expects that number to grow rapidly. The company is also conducting negotiations with other retail companies—it recently signed an agreement with the frozen yogurt chain TCBY—to bring additional branded names into the business market.

In addition, Marriott is currently investigating ways of introducing branded products into its vending machines. This will eventually allow the company to offer a selection of both hot and cold items that are produced by a well-known retail manufacturer via machine.

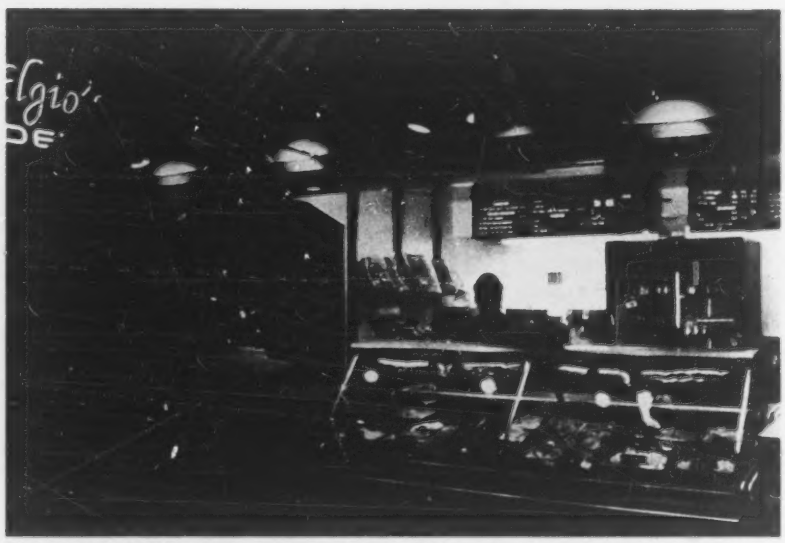
While Marriott was the first to bring branded retail concepts to B&I accounts, it's no longer alone. Morrison's Custom Management (MCM), owned by Morrison Inc., Mobile, AL, is testing Baskin-Robbins products in two Los Angeles accounts and has established a "working arrangement" with McDonald's.

OPPORTUNITIES. The initial target of the McD-MCM agreement is the healthcare market. But John Pryor, vice president of sales and marketing for MCM, says the venture also allows the two partners to study "other unique contract feeding opportunities as they arise."

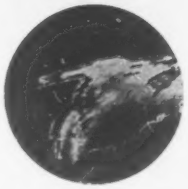
Parent company Morrison Inc.—which also operates the restaurant chains Ruby Tuesday and L&N Seafood Grill—is familiar with the attraction of the commercial segment, says I.V. Mashburn, MCM divisional vice president. "Commercial restaurants have raised customers' level of expectations. They've come to expect greater selection, higher food quality, and, in particular, price/value," he says.

MCM is not relying wholly on branded retail concepts, though. It has also developed a number of proprietary conceptual brands, such as Burgers, etc.; Peppers, Pizza, & Pasta; Daily Deli; and Cisco's Mexican Fiesta.

ARA Services in Chicago is also joining the "branding" battle. The company recently signed an agreement with Randolph, MA-based Dunkin' Donuts. According to David Hatch, vice president of marketing for the Business Services Group, ARA anticipates having 40 loca-



Elgio's, daka's delicatessen concept, is part of the contract company's move into proprietary branded concepts.



tions offering Dunkin' Donuts products within the next nine months. ARA is already operating 15 to 20 accounts in the Detroit area.

Moreover, the giant contract feeder is, like Marriott, studying the feasibility of offering branded products in its vending machines.

Conceptual branding remains one of the most popular methods for B&I companies seeking to establish product recognition. While TW Services' Canteen Corp., based in Chicago, is conducting negotiations with an unnamed retail company, it continues to feature its own conceptual brands such as "Classy Cookies," "Bigger Better Biscuits," and "Pazzelli's Pizza."

Canteen is also expanding its self-service counters that sell both hot and cold dishes by the ounce. "Ten years ago, this was unheard of in business accounts," points out Paul Duffy, senior vice president for Canteen's 1,700-account business and industry division. "But today, with more pressure coming from companies looking to cut subsidies, it's proving to be a solid cost-saving strategy."

COST CUTTING. The desire of clients to reduce subsidies has placed most contractors under pressure to control the bottom line. And in larger accounts, branding has certainly helped generate incremental sales. However, not all B&I executives believe branding is the answer. Terry Vince, chairman of Wakefield, MA-based daka Inc., says that while his company could easily tie in with Fuddrucker's—which the contract feeder acquired last year—he's afraid the quality of the product would be compromised. "Unless we were to use a separate kitchen and have a district manager overseeing it, I think we'd lose control of the product," he says.

Yet Vince agrees that branding has its place in business and industry. daka currently operates a proprietary deli operation called "Elgio's" as well as a fast-food-style unit called "J.P. Swift."

Joseph Fassler, president and COO of Phoenix-based Greyhound Food Management, says branding is certainly one factor in his company's strategy—and to that end, he has entered into negotiations with an unnamed commercial company. But Fassler emphasizes that branding by itself is not enough: Contract feeders must also be prepared to take other measures (such as making decor improvements) to counter the lure of the commercial establishments.

TAKE-OUT. Some operators are boosting the bottom line by adapting other strategies that have proven successful for commercial feeders. For example, Bill Lembach, director of foodservice for the Eastman Kodak Co. in Rochester, NY, has found that take-out offered on site adds to the bottom line.

Currently, employees at Eastman Kodak purchase such baked goods as pies, cakes, muffins, and donuts for home consumption from retail bakery outlets around the plant. They can also buy freshly ground hamburger in 10-lb. containers for home use. "The bakery take-out works exceptionally well all year long," says Lembach. "The ground hamburger sells best during the summer months."—**Paul Frumkin**

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1987: $14,065,000,000
+ 1.9% Real Sales Growth

1988: $15,140,000,000
+ 3.4% Real Sales Growth

1993: $20,534,000,000
+ 2.0% Real Sales Growth

BUSINESS & INDUSTRY MARKET: FOODSERVICE SALES	1987 Units	1987 Sales ($000,000)	1987 Purchases ($000,000)	1987 vs. 1986 % Sales Growth Nominal	Real	1988 Sales ($000,000)	1988 Purchases ($000,000)	1988 vs. 1987 % Sales Growth Nominal	Real	1993 Sales ($000,000)	1988-1992 % Compound Annual Sales Growth Nominal	Real
Business & Industry Internal Feeding	N/A	2,391	1,196	0.1	(2.8)	2,422	1,211	1.3	(2.6)	2,464	0.3	(3.7)
Business & Industry Contract	N/A	11,674	5,837	7.2	3.1	12,718	6,359	8.9	4.7	18,070	7.3	3.8
Total	16,000	14,065	7,033	6.0	1.9	15,140	7,570	7.6	3.4	20,534	6.3	2.0

NOTE: Sales estimates have been adjusted to reflect equivalent consumer expenditures, in noncommercial operations where a food sale, per se, does not take place.
Estimates exclude vending operations.
Estimates exclude alcoholic beverages.

HEALTH CARE

As competition in the health-care industry gets tougher, the demands on foodservice get tougher, too. In the wake of deregulation and rising costs, hospitals are finding that the role of marketing is increasing in importance, and that poses new challenges.

Changes in third-party payment programs have meant shorter stays and sicker patients at acute-care facilities, and the aging of the population has opened up a significant market in long-term facilities.

According to RGI data, the segment is expected to experience real compound annual growth of 1.0% over the next five years, led by advances of 4.5% per year in the contract subsegment.

BRIGHT OUTLOOK. Indeed, the outlook for contract foodservice management looks bright within the health-care segment. "This is definitely a growth area for us," says Jim Kahl, senior vice president for education and health-care services with Marriott Corp., which expects growth of 15% annually within its health-care operations. With more than 400 accounts in health-care facilities in the United States and Canada, Marriott is the largest contract company in the segment. Like many of its competitors, the company is focusing on the dietary needs of a sicker patient, while at the same time offering customized programs that are viewed as "guest services": complimentary fruit baskets delivered upon admission, early-bird coffee and newspapers, room service for patients and guests, and "proud new parent" meals.

In addition, Marriott is also using restaurant-style menus and merchandising techniques in the restaurants and coffee shops that it operates in its health-care accounts, and in its staff dining facilities.

Recently, the company has become involved in several business ventures intended to expand the roster of services it can offer to its clients. In April, Marriott became a minority shareholder in Corporate Child Care Inc., which provides employer-sponsored child-care services at a number of facilities, more than half of them hospitals.

In addition, this summer Marriott acquired United HealthServ Inc., a major housekeeping maintenance and laundry services company. When fully integrated with existing operations within Marriott's Food and Services Management division, the acquisition will enable Marriott to aggressively pursue business in allied service areas.

Deregulation and rising costs are increasing the role of foodservice.

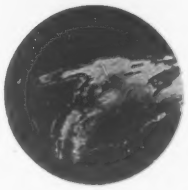
EXPANDING. Foodservice managers are looking to expand their base. According to Bill Edmundson, president of the health-care nutrition services division of ARA Services, Philadelphia, the goal of the foodservice department is to become "the retail arm of the hospital. We're not trying to get out of foodservice, mind you," he says, "but to add on more cash operations to the patient-care side of the business." In ARA's case, this means more vending, more convenience stores and gift shops, and more catering, among other things.

Edmundson notes that special patient services, such as hostess programs, VIP floors, and gourmet meals for new parents, have become part of the foodservice department's stock-in-trade, but it's still somewhat of a hard sell to cost-conscious administrators.

Within continuing-care facilities, quality and ambience appear to be key marketing concepts. ARA manages about 100 long-term facilities (retirement communities, assisted-living facilities, and nursing homes), and according to Edmundson, "this market is really going to grow" as the population ages.

ARA operates a large long-term care facility in Fort Myers, FL, where some 550 residents live in their own apartments and take the evening meal in a central dining facility. In addition, ARA provides all foodservice to approximately 150 residents in an assisted-living setting, and 180 nursing-home patients, and also operates an on-site convenience store and an ice cream parlor.

Marriott's snack cart service at Stanford (CA) University Hospital, is typical of the market-driven options the company offers its health-care clients.



Canteen is another company that has targeted the long-term care market as part of its drive into health-care feeding. At present, the Chicago-based company has about 75 accounts in health-care facilities, about half of which are in long-term care. As part of a concerted attempt to position itself as a brand—rather than a commodity—in the foodservice management sector, the company has developed numerous programs that will enable it to seek new business in the health-care market. According to Harold L. Ritchie, vice president, marketing and foodservices, the company has its sights set on 20% to 30% annual growth in health care, beginning in 1990. "Now that we have our new infrastructure in place, we are approaching the health-care market aggressively," notes Ritchie.

Although Canteen is seeking any viable new business in the health-care sector, the company sees long-term care as being a particularly promising market. Among its current long-term care accounts are the Presbyterian Home in Evanston, IL, a combination facility with retirement, assisted-care, and nursing-home accommodations, and Covenant Village, a retirement community in Northbrook, IL. According to Edna Mitchell, R.D., director of health-care operations and program development for Canteen, upscale, restaurant-style dining facilities and menus are in demand.

Among the resources that Canteen has created in its drive into the health-care market are comprehensive diet manuals geared to the needs of acute-care, long-term care, and patrons who keep kosher. In addition, the company has developed a spectrum of educational products geared to the dietary needs of discharged patients. And within its cafeteria operations, Canteen has taken a page from its B&I sector with the successful implementation of programs such as the Pazzelli's branded pizza product.

PECULIAR PROBLEMS. The health-care market, however, does present some peculiar problems. Terry Vince, chairman of Wakefield, MA-based daka Inc., points out that because of third-party payment schedules, the contractor must have a long line of credit in order to stay liquid, a situation that is particularly daunting for the smaller contract company. For this reason, says Vince, daka is not actively pursuing additional business in the sector, although it does provide foodservice in about 30 facilities.

Certainly, the goals and philosophy of a facility's administrators are crucial concerns for the foodservice department. One goal that is growing in prominence is the addition of cash-generating operations. Mary Spicer, director, food nutrition services/facilities coordinator for AMI Doctors' Hospital, Lanham, MD, points out that prior to the implementation of Diagnostic Related Groups (DRGs), administrators were not nearly as concerned with profitability. But because the DRG system has the net impact of decreasing the average hospital stay and of keeping less-sick patients out of the hospital, administrators are actively seeking new ways to contain costs and find profits. At AMI Doctors' Hospital, this has led to new programs including a growing catering service and specialty items in the cafeteria, such as scratch-made cookies and baked goods, frozen yogurt, and salad bars.–**Joan Lang**

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1987: $13,783,000,000
+ 0.6% Real Sales Growth

1988: $14,416,000,000
+ 0.5% Real Sales Growth

1993: $18,631,000,000
+ 1.0% Real Sales Growth

HEALTH CARE MARKET: FOODSERVICE SALES

	1987	1987	1987	1987 vs. 1986		1988	1988	1988 vs. 1987		1993	1988-1992 % Compound Annual Sales Growth	
	Units	Sales ($000,000)	Purchases ($000,000)	% Sales Growth Nominal	Real	Sales ($000,000)	Purchases ($000,000)	% Sales Growth Nominal	Real	Sales ($000,000)	Nominal	Real
Hospitals-Internal	6,985	7,536	3,769	3.5	(0.5)	7,707	3,853	2.3	(1.7)	9,003	3.2	(1.0)
Nursing Homes-Internal	25,650	3,490	1,745	5.0	1.0	3,682	1,841	5.5	1.4	4,994	6.3	2.0
Hospitals and Nursing Homes-Contract (1)	—	2,757	1,378	7.3	3.2	3,027	1,514	9.8	(5.6)	4,634	8.9	4.5
Total	32,635	13,783	6,892	4.6	0.6	14,416	7,208	4.6	0.5	18,631	5.3	1.0

1. Contract units are included in the totals for Hospitals—Internal and other institutions.
NOTE: Sales estimates have been adjusted to reflect equivalent consumer expenditures, where a food sale, per se, does not take place.
Estimates exclude alcoholic beverages.
Hospitals include long-term and short-term; public, private, and military; general as well as psychiatric and other special institutions.

STUDENT

Cost controls often breed creativity, a fact that appears to be particularly true in the student market. As commodity programs dry up and taxpayers say "enough" to tax increases, school foodservice directors are turning to innovations in marketing and productivity to boost participation. And, as colleges and universities continue to compete for matriculants, foodservice is being sharpened as a viable weapon.

UPBEAT. Across the country, the mood is upbeat—despite the fact that of all industry segments, the student market is expected to grow the least over the next five years, at a projected 0.7% rate of compound annual real growth. This past year was particularly slow; the sector realized just 0.8% real growth, down from 1.2% in 1987.

Still, foodservice directors and contract management executives feel that much is to be gained. Contract companies, in particular, feel optimistic, and RGI data bear out that optimism: Contract feeding in primary and secondary schools is projected to grow by 7.7% a year, in real terms, through 1993, and in colleges and universities by 1.5%.

Canteen Corp., Chicago, is a contract company poised to take advantage of the market. As administrators are pressured by rising costs, Canteen executives reason, they'll turn to contractors in ever-increasing numbers. The company is gearing up for 20% to 30% annual growth in the college/university market and is already experiencing growth of 15% to 20% in the primary school market.

In primary schools, Canteen approaches the market through its Preferred Meals division, which provides chilled, preplated meals to grades K-6.

BRANDED. In the college/university market, Canteen, having repositioned to offer itself as a "brand"—not a "commodity"—in the contract segment, is taking a creative approach. Recently, it signed the papers to operate two facilities in the student union at the University of California, Irvine (UCI).

Mike Berry, who supervises UCI's foodservice program, reports that enrollment will swell from 16,000 to 26,000 by the year 2004; over $400 million is being spent on enlarging campus facilities, including about $9 million on foodservice. Canteen will operate a new food court in the student union, with pizza/pasta, Asian, New York-style deli, and El Pollo Loco serveries (El Pollo Loco, which specializes in marinated, grilled chicken, is owned by Canteen parent TW Services). A Carl's Jr. hamburger outlet, licensed under separate arrangement, will share space in the food court. In addition, Canteen will operate the Campus Pub.

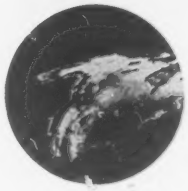
Demographics and cost concerns are creating new challenges.

At the University of Notre Dame, Notre Dame, IN, foodservice consists of a board program for 7,000 students, dining halls in clerical and seminary residences, a food mall in the student center (annual sales: $1.9 million), on-campus catering and vending operations, and several other cash facilities.

William J. Hickey Jr., director of university food services, stresses the importance of choice. The food mall offers over 200 menu items, including pizza, barbecue from a glassed-in display pit, and stir fries from a double-wok exhibition station. Board students choose from fast-food items like chicken patty sandwiches, vegetarian and deli selections, and a variety of other types of fare.

"Choice" does indeed seem to be a theme of student foodservice, and food court facilities occupy the cutting edge of choice. Washington, DC-based Marriott Corp., with more than 450 college accounts, offers clients its Grand Marketplace concept—any combination of serveries ranging from La Cuisine (upscale items such as lobster and blackened fish) to Greenstuffs (salad by the ounce), Cafe Olé (Mexican food), the Hollywood Grille (grilled sandwiches), and Sweet Sensations (desserts and other baked goods).

Marriott provides foodservice at more than 450 college and university accounts. Shown is a student dining facility at the University of North Carolina.



MORE CHOICES. In addition, Marriott recently signed an agreement with Pizza Hut to offer that company's Personal Pan pizza throughout its Food & Services Management accounts, in the student, B&I, and health-care sectors.

There's plenty of opportunity for smaller contract companies, too. daka Inc., a 400-account foodservice management company located in Wakefield, MA, is aggressively pursuing accounts in medium-sized colleges, universities, and prep schools. The company has about 150 accounts in the education sector. daka's philosophy, says chairman Terry Vince, is to keep a low profile and function as an "insider," rather than a "contractor."

Like many foodservice management companies, daka emphasizes "branded" concepts, such as its J.P. Swift fast-food and Elgio's deli operations.

The marketing appeal of "choice" is no less important in grades K-12. "Choice is the name of the game for kids," says Gary Blackburn, field marketing manager for Marriott's School Food Service Division, Portland, OR.

The division, with 175 accounts nationally and annual growth projections of 20%, uses a variation of Marriott's Grand Marketplace food court concept in secondary schools, offering a minimum of six servery formats. In elementary schools, it incorporates diversity with salad and variety bars (such as taco or potato bars), and by offering students a choice of entrees. A Pizza Hut kiosk is also used in a secondary school in Marriott's new Granite School District account in Salt Lake City, which has 75,000 students at 94 sites.

Less than 10% of the K-12 market is contracted, offering great opportunity for contract foodservice management companies. Constance B. Girard-diCarlo, president of ARA Services' School Nutrition Services division, Philadelphia, notes that the market is open to vast change. The ARA division, with about 200 accounts, educates the educators to the benefits of foodservice management. These benefits include lower food and labor costs, and more sophisticated marketing programs, including ARA's Restaurant Collection of branded serveries like Gretel's Bake Shop, Deli and Salad "corners," Grille Works, and the Bagel Wagon, as well as ARA's very successful Itza Pizza product.

1987: $18,840,000,000
+ 1.2% Real Sales Growth

1988: $19,741,000,000
+ 0.8% Real Sales Growth

1993: $25,119,000,000
+ 0.7% Real Sales Growth

The other 90% of the K-12 market, the self-managed schools, are also quite innovative. At Portland (OR) Public Schools, a cook/chill system, operated out of a central kitchen, has been used for some 10 years, says Bob Honson, director of nutrition services. The central kitchen has allowed the district to expand into catering, and to modify production and recipes to follow dietary standards. **–Joan Lang**

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STUDENT: MARKET: FOODSERVICE SALES	1987 Units	1987 Sales ($000,000)	1987 Purchases ($000,000)	1987 vs. 1986 % Sales Growth Nominal	Real	1988 Sales ($000,000)	1988 Purchases ($000,000)	1988 vs. 1987 % Sales Growth Nominal	Real	1993 Sales ($000,000)	1988-1992 % Compound Annual Sales Growth Nominal	Real
Primary & Secondary Schools -Internal	89,000	11,765	5,883	5.7	1.6	12,351	6,176	5.0	0.9	15,380	4.5	0.3
Primary & Secondary Schools - Contract	*	1,380	690	8.2	4.0	1,526	763	10.6	6.3	2,714	12.2	7.7
Colleges/Universities - Internal	3,350	3,018	1,313	2.8	(1.2)	3,049	1,327	1.0	(2.9)	3,302	1.6	(2.5)
Colleges, Universities - Contract	*	2,677	1,164	5.6	1.5	2,815	1,224	5.2	1.1	3,723	5.8	1.5
Total		18,840	9,050	5.2	1.2	19,741	9,490	4.8	0.8	25,119	4.9	0.7

NOTE: Sales estimates have been adjusted to reflect equivalent consumer expenditures, where no food sale, per se, has taken place.
School estimates include government commodities and milk.
Estimates exclude alcoholic beverages.
* Total unit count is given in the internal total.

AIRLINES

Despite consolidation and the elimination of dozens of weaker companies, competition is tougher than ever in today's deregulated airline industry. True, there are fewer carriers. But customers now exhibit a brand loyalty never before seen in the industry, airline executives claim, due largely to the incentive of free trips from frequent flyer programs.

To survive, airlines must attract and retain customers like never before. And in-flight service and amenities, particularly food, are seen as crucial.

During the fare wars of the last decade, airlines found reducing foodservice was a way to gain breathing room while revenues were declining. Why not cut foodservice? Passengers really don't care about airline food anyway, they rationalized.

COST SQUEEZE. "The cost squeeze is still on today," says Philip Cooke, executive administrator of the Louisville, KY-based Inflight Foodservice Association (IFSA). "But the thinking about foodservice has come full-circle. Airlines are deciding that food is an important marketing tool and point of difference from the competition."

Passenger loads continued to increase in 1988, with boardings by U.S. scheduled carriers reaching 455 million, up from 447 million in 1987, according to the Air Transport Association (ATA), Washington, DC.

However, the airline industry's real growth in equivalent consumer expenditures (the equivalent of sales in a non-commercial segment where an actual sale does not occur) is slowing. Real growth in 1988 registered 6.9%, down from 8.8% the year before, according to RGI data. The extended outlook from 1988 to 1993 calls for a further slowing to 4.5% real growth.

Consolidation among airlines is changing the face of the segment.

Nevertheless, the airlines spent more on foodservice. Passenger meal expenditures rose to $1.8 billion in 1988, up from $1.6 billion in 1987, says the ATA.

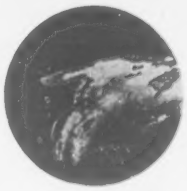
"From the caterer's point of view, we're not being nickeled and dimed to death," says Michael Marchant, vice president of sales and marketing-foodservices for Flushing, NY-based Ogden Allied Aviation Services, a $150 million in-flight caterer. "The airlines are saying, 'Show us what you can do' rather than 'Do it as inexpensively as possible'."

"There's a clear trend of trying to make in-flight foodservice a memorable experience," concurs vice president of marketing and sales George Alvord of Memphis-based Dobbs International Services Inc., a Marriott Corp. subsidiary and the nation's second largest in-flight caterer.

These days, Dobbs' client carriers are asking for items such as New York-style deli sandwiches, grilled mesquite chicken, and assortments of appetizers. There are more salads, poultry, and seafood, and generally more fresh, rather than frozen, food.

Many travelers today pack their health and nutrition consciousness when they journey. "There's no doubt that there's a greater concern for nutrition

Dobbs' strategy is to make its in-flight foodservice memorable.



with a minimum impact on cost," says George Haupt, president of IFSA and a dining services executive with United Airlines.

For example, breakfast on United Airlines flights no longer automatically means eggs. Passengers have a choice of several items, such as cold cereal with fruit and french toast. In addition, the carrier has replaced the customary butter pat on its meal trays with margarine.

Delta Airlines passengers enjoy *muesli* muffins, oat bran muffins, and natural grain bread. The carrier has revamped its menus to reduce fats, eliminate MSG and sulfites, and replace saturated tropical oils with soybean oil in cooking.

In Delta's first-class cabins, foodservice on long-haul flights includes canapés, a salad service with several dressings, choice of three entrees, fruit and cheese, ice cream sundaes, and premium varietal wines.

One airline stands out for the emphasis it puts on food. Since its founding five years ago, privately held Milwaukee-based Midwest Express has used food as an integral part of its marketing, which primarily targets business travelers.

TOP OF THE LINE. Midwest Express spends about $11 on a meal versus the industry average of $4 to $5. Breakfast features Champagne or mimosas, and selections such as eggs Benedict, sourdough french toast with lingonberry sauce, and asparagus omelets. A typical dinner can include saltimbocca Romana or lobster Thermidor topped off by a dessert of pears Helene.

Airlines have additional reasons for upgrading foodservice. Ones with separate business-class service use upscale meals to bestow appreciation on business travelers who pay full fares, particularly on international routes, points out Ogden Allied's Marchant.

The lucrative potential of international markets such as Australia, Korea, Japan, and the Soviet Union was a motivation behind the recent buyout of Marriott Corp.'s $800-million In-Flite Services division, the world's leading in-flight caterer, by a group of senior company management.

The group, headed by executive vice president Daniel J. Altobello, is paying an estimated $550 million to $700 million for the division, which operates 108 flight kitchens at 45 U.S. and 38 foreign airports. Their new company, Caterair International, based in Rockville, MD, will have the right to use the Marriott name for five years.

Altobello projects that annual growth of the division will slow initially from 12% to 8%, but it will boom in the next few years as expected new international markets open up.

NAME BRANDS. With carriers endeavoring to serve meals up to commercial restaurant standards, it is only logical to consider serving foods from brand name restaurants. Buffalo, NY-based Concession Air, a subsidiary of the Delaware North Companies, sends croissants into the skies freshly baked by its joint venture partner the Au Bon Pain bakery/restaurant chain, on flights of the commuter airline Comair in Cincinnati.

1987: $3,244,000,000
+ 8.8% Real Sales Growth

1988: $3,610,000,000
+ 6.9% Real Sales Growth

1993: $5,526,000,000
+ 4.5% Real Sales Growth

"Putting a brand name in the air is an exciting marketing concept, but it's often difficult to execute," points out Concession Air's vice president of operations services Bob Arnold.

Many foods simply don't weather the chilling, heating, and dehydration of in-flight foodservice. Holding time is an issue for fast foods. Even if a carrier has a restaurant signature item that works well, the originator of the item is frequently critical of how it turns out aloft. But Arnold thinks that some items are a natural for inflight.

Upgraded foodservice should greet passengers for some time, provided carriers and caterers stay a step ahead of the cost squeeze. In the future, they will increasingly turn to high-tech solutions to cope with cost. An example is the electronic pricing system linking Dobbs and United Airlines, one of its major clients. The system automatically transfers new price data when menus and costs change.

–James Scarpa

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AIRLINE MARKET FOODSERVICE SALES	1987	1987	1987	1987 vs. 1986		1988	1988	1988 vs. 1987		1993	1988-1992 % Compound Annual	
	Units	Sales ($000,000)	Purchases ($000,000)	% Sales Growth Nominal	Real	Sales ($000,000)	Purchases ($000,000)	%Sales Growth Nominal	Real	Sales ($000,000)	% Sales Growth Nominal	Real
Airlines	30	3,244	1,622	13.1	8.8	3,610	1,805	11.3	6.9	5,526	8.9	4.5

NOTE: Sales estimates have been adjusted to reflect equivalent consumer expenditures, where no food sale, per se, has taken place.
Airline estimates reflect in-flight operations only. Terminal operations are included within Separate Eating & Drinking Places.

METRO AND ADI REPORT

To illustrate the value of RGI, two metro markets—Phoenix and Oklahoma City—have been selected for comparison purposes. Both are state capitals and are "magnet" cities that draw customers from beyond the metro boundaries. Phoenix is a major resort center as well as a growing business center. Oklahoma City has the state fair grounds, is centrally located in the state, and is a major job market. Phoenix has nearly two-thirds of the state population, while Oklahoma City is home to about 30% of its state population. Phoenix is about twice the size of Oklahoma City.

RAI AND RGI. Phoenix's RGI, at 117, indicates that fundamental demand in the market could support 17% growth above current levels. Its RAI (propensity of residents to eat out) of 98 is below (-2%) the national average.

Oklahoma City's RGI is 67, 33% below the point where supply equals demand, indicating a market that is saturated. In contrast, its RAI, at 114, indicates a relatively high propensity to eat out.

Fast-food sales in the Phoenix market constitute 35% of total eating place sales, which is 7.9% below the national average of 38%. In contrast, Oklahoma City has a fast-food market share of 46%, 21% above the national average. The situation reverses dramatically when considering restaurant market share. Phoenix's restaurants generated 51% of total eating place sales, 9% above the national average of 47%. Oklahoma City's restaurant market's share is only 37%, which is 21% below the national average.

The next step is to examine per capita sales figures. The following national averages should be used as a base: U.S. per capita eating place sales are $603; fast-food sales are $230; and U.S. per capita restaurant sales are $286. Phoenix enjoys significantly higher per capita eating place and restaurant sales of $729 and $364, respectively, and better-than-average per capita fast-food sales of $251. Phoenix is a solid but not spectacular performer in terms of eating place sales per capita, ranking in the bottom 40% in fast food sales per capita, and in the top 25% in restaurant sales per capita.

By comparison, Oklahoma City enjoys per capita eating place sales of $739 (placing it in the top 25%), and per capita fast food sales of $341 (for a position in the top 5%). In terms of per capita restaurant sales, however, Oklahoma City captures $274, slightly less than the national average but still within the top 50% of the total market.

In terms of Effective Buying Power per capita, Phoenix ranks in the top 30%, with $12,809, and Oklahoma City ranks in the bottom 30%, with $10,236.

With regard to population per eating place unit, the U.S. average is 856 individuals per unit. Phoenix is 2.3% above the national average, with 876 individuals per unit. Oklahoma City is 28.9% below average with 608 individuals per eating place unit.

DEFINITIONS

POPULATION. Updated from the 1980 U.S. Census of Population and Housing, this is an estimate of the number of people living in an area at the end of the year. It includes people living in colleges and hospitals, and armed forces permanently assigned to the area, but excludes tourists and transients. Large changes in group-quarters populations are not projected in these forecasts.

Demographic statistics have been estimated by a population component procedure—independent county estimates of births, deaths, and migration. These population components are aggregated and either added to or subtracted from the appropriate benchmark.

Fertility rates, for example, have been projected at their current rate of change. Similarly, we have assumed that current mortality rates will continue unmodified.

HOUSEHOLD. A household consists of all the people occupying a single housing unit under 1980 Census rules. The members of a household need not be related, and a single person living alone in a housing unit is also counted as a household.

All persons who are not members of households are regarded as living in group quarters, which includes institutions, college dormitories, and military barracks. Caution: Although a county's population total includes all the people in the area, the household total does not do so because it excludes those living in group quarters.

AVERAGE HOUSEHOLD SIZE. Total population divided by the number of households. Depending upon whether it is above or below the U.S. average, it is used as a rough indicator of the relative importance of family-type units or single-person units in a local area.

However, the figure can be artificially high in those relatively few counties where there is a disproportionate share of college, military, or other types of institutional population.

EFFECTIVE BUYING INCOME (EBI). Personal income less personal tax and nontax payments, also known as Disposable Personal Income.

EATING AND DRINKING PLACES. Includes establishments selling prepared foods and drink for consumption on or near the premises or for take-out; lunch counters and refreshment stands selling prepared foods and drinks for immediate food contractors; and leased eating and/or drinking concessions in theaters, hotels, amusement parks, etc. Restaurants and lunch counters operated by department stores are classified in the General Merchandise Group; those operated by hotels are classified in the Hotels Group.

EATING PLACES. Include retail sales and units of restaurants and lunch rooms, social cafeterias, fast-food sales,

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RGI data can be used to evaluate and compare markets in a variety of ways.

METRO AND ADI REPORT

FOOTNOTE TO SALES FIGURES

Adjusting of separate eating and drinking place sales figures to be comparable to the approach of current Retail Trade Reports.

After adjustments for differences in what current Retail Trade Reports includes in eating place sales, both in what is included in reported sales by segment and the segments themselves, the eating place sales figure in Technomic's forecast and analysis section rises from $145,800,000,000 to $153,497,000,000, an increase of $7,697,000,000, or 5.3%. Components of the adjustment are:

1. Technomic includes only sales of food (meals, snacks, and nonalcoholic beverages) and alcoholic beverages. Adjusting for merchandise line items results in a deduction of $1,687,000,000.

2. Technomic does not include contract feeders in eating places as current Retail Trade Reports does, but rather shows sales in the segments they serve. Adjusting for the inclusion of contract feeders adds $9,381,000,000, a figure higher than the Census of Retail Trade.

Adjustments of separate eating place sales figure to be comparable to current Retail Trade Reports.

Technomic includes only sales of food (meals, snacks, and nonalcoholic beverages) and alcoholic beverages. Adjusting for merchandise line items results in a deduction of $492,000,000, or 4.0%, to $11,212,000,000.

The adjusted separate eating and drinking place sales figure increases from $157,504,000,000 to $164,709,000,000, an increase of $7,205,000,000, or 4.6%.

SOURCE: TECHNOMIC INC.

contract feeding, and ice cream and frozen custard stands. Exclude drinking place sales and units.

RESTAURANTS. Establishments engaged in serving prepared food and beverages selected by the patron from a full menu. Waitservice is provided and the establishment has seating for at least 15 patrons. These establishments often serve alcoholic beverages.

Establishments in which sales of alcoholic beverages for consumption on the premises exceed receipts from sales of prepared foods and nonalcoholic beverages are classified as "drinking places."

FAST FOOD. Establishments with limited menus. Included in this group are establishments that prepare refreshment items such as pizza, barbecued chicken, and hamburgers for consumption either on or near the premises or for carry-out consumption.

MARKET SHARE. Represents the percent of eating places from fast-food units or from restaurants. It is indicative of customer preference of these types of establishments in that area.

RESTAURANT ACTIVITY INDEX (RAI). The percent of U.S. eating place sales divided by the percent of U.S. food store sales, expressed as an index. An index greater than 100 indicates a greater than average propensity to eat out rather than at home.

RESTAURANT GROWTH INDEX (RGI). The RGI is designed to show the relationship between restaurant supply and demand market as an index. When supply equals demand, the index is 100. The amount by which the RGI exceeds 100 represents the proportion of growth potential. For example, an index of 120 means that the market could support 20% growth. When the market is saturated, the index will drop below 100.

Demand is measured by six factors:

- market's share of U.S. employed women;
- market's share of U.S. working women;
- market's share of U.S. households with effective buying income of $25,000 or more;
- market's share of U.S. eating place sales;
- market's share of U.S. hotel and motel receipts; and
- market's share of U.S. population age 14 and under, and 25 to 44.

These factors are given equal weight and added together to create the demand portion of the equation. Supply is measured by the percentage of U.S. total eating places located in the market. The RGI is created by dividing demand by supply, and multiplying the result by 100, so that the final figure will be in index form.

TELEVISION MARKETS. The TV markets are the American Research Bureau's Areas of Dominant Influence (ADIs). ARBITRON studies each county for its measurable viewing patterns. The hours of viewing attributed to each TV station whose signal reaches the county are totaled; then each station's percentage share of total viewing hours is calculated. The market of origin of the TV stations with the largest share of viewing hours becomes the ADI name for that market, and all counties whose largest viewing share is given to stations of that same market of origin are grouped within the ADI.

METROPOLITAN STATISTICAL AREAS (MSAs). In the RGI, metropolitan markets are identical to the Federal government's definition of MSAs or PMSAs (Primary Metropolitan Statistical Areas), except in New England, where NECMAs (New England County Metropolitan Areas) are used.

The basic criteria for metropolitan areas are: Each metropolitan statistical area must include a city that, with contiguous and densely settled territory, constitutes a Census Bureau-defined urbanized area with a population of at least 50,000. If a metropolitan statistical area's largest city has a population of less than 50,000, the area must have a total population of at least 100,000.

This information was provided by Market Statistics, a division of Bill Communications. All data are copyrighted by Restaurant Business *and* Sales & Marketing Management *magazines.*

METROPOLITAN STATISTICAL AREAS

This section of the Restaurant Growth Index describes the geographic make-up of each of the Metropolitan Statistical Areas as defined by the U.S. Census.

A

Abilene, TX—Taylor
Akron, OH—Portage, Summit
Albany, GA—Dougherty, Lee
Albany-Schenectady-Troy, NY—Albany, Greene, Montgomery, Rensselaer, Saratoga, Schenectady
Albuquerque, NM—Bernalillo
Alexandria, LA—Rapides
Allentown-Bethlehem, PA—
New Jersey Portion—Warren
Pennsylvania Portion—Carbon, Lehigh, Northampton
Altoona, PA—Blair
Amarillo, TX—Potter, Randall
Anaheim-Santa Ana, CA—Orange
Anchorage, AK—Anchorage
Anderson, IN—Madison
Anderson, SC—Anderson
Ann Arbor, MI—Washtenaw
Anniston, AL—Calhoun
Appleton-Oshkosh-Neenah, WI—Calumet, Outagamie, Winnebago
Asheville, NC—Buncombe
Ashland, KY (See Huntington-Ashland)
Athens, GA—Clarke, Jackson, Madison, Oconee
Atlanta, GA—Barrow, Butts, Cherokee, Clayton, Cobb, Coweta, DeKalb, Douglas, Fayette, Forsyth, Fulton, Gwinett, Henry, Newton, Paulding, Rockdale, Spalding, Walton
Atlantic City, NJ—Atlantic, Cape May
Attleboro, MA (See New Bedford-Fall River-Attleboro)
Auburn, ME (See Lewiston-Auburn)
Augusta, GA—
Georgia Portion—Columbia, McDuffie, Richmond
South Carolina Portion—Aiken
Aurora-Elgin, IL—Kane, Kendall
Austin, TX—Hays, Travis, Williamson

B

Bakersfield, CA—Kern
Baltimore, MD—Anne Arundel, Baltimore, Baltimore City, Carroll, Hartford, Howard, Queen Anne's
Bangor, ME—Penobscot
Baton Rouge, LA—Ascension, East Baton Rouge, Livingston, West Baton Rouge
Battle Creek, MI—Calhoun
Bay City, MI (See Saginaw-Bay City-Midland)
Beaumont-Port Arthur, TX—Hardin, Jefferson, Orange
Beaver County, PA—Beaver
Bellingham, WA—Whatcom
Beloit, WI (See Janesville-Beloit)
Benton Harbor, MI—Berrien
Bergen-Passaic, NJ—Bergen, Passaic
Bethlehem, PA (See Allentown-Bethlehem)
Billings, MT—Yellowstone
Biloxi-Gulfport, MS—Hancock, Harrison
Binghamton, NY—Broome, Tioga
Birmingham, AL—Blount, Jefferson, St. Clair, Shelby, Walker
Bismarck, ND—Burleigh, Morton
Bloomington, IN—Monroe
Bloomington-Normal, IL—McLean
Boca Raton, FL (See West Palm Beach-Boca Raton-Delray Beach)
Boise, ID—Ada
Boston-Lawrence-Salem-Lowell-Brockton, MA—Essex, Middlesex, Norfolk, Plymouth, Suffolk
Boulder-Longmont, CO—Boulder
Bradenton, FL—Manatee
Brazoria, TX—Brazoria
Bremerton, WA—Kitsap
Bridgeport-Stamford-Norwalk-Danbury, CT—Fairfield
Bridgeton, NJ (See Vineland-Milville-Bridgeton)
Bristol, CT (See Hartford-New Britain-Middletown-Bristol)
Bristol, TN (See Johnson City-Kingsport-Bristol)
Brockton, MA (See Boston-Lawrence-Salem-Lowell-Brockton)
Brownsville-Harlingen, TX—Cameron
Bryan-College Station, TX—Brazos
Buffalo, NY—Erie
BUFFALO-NIAGARA FALLS CONSOLIDATED AREA—Metro Areas: Buffalo, Niagara Falls, NY
Burlington, NC—Alamance
Burlington, VT—Chittenden, Grande Isle

C

Canton, OH—Carroll, Stark
Casper, WY—Natrona
Cedar Falls, IA (See Waterloo-Cedar Falls)
Cedar Rapids, IA—Linn
Champaign-Urbana-Rantoul, IL—Champaign
Charleston, SC—Berkeley, Charleston, Dorchester
Charleston, WV—Kanawha, Putnam
Charlotte-Gastonia-Rock Hill, NC-SC—
North Carolina Portion—Cabarrus, Gaston, Lincoln, Mecklenburg, Rowan, Union
South Carolina Portion—York
Charlottesville, VA—Albemarle, Charlottesville, Fluvanna, Greene
Chattanooga, TN—
Georgia Portion—Catoosa, Dade, Walker
Tennessee Portion—Hamilton, Marion, Sequatchie
Cheyenne, WY—Laramie
Chicago, IL—Cook, DuPage, McHenry
CHICAGO-GARY-LAKE COUNTY CONSOLIDATED AREA—Metro Areas: Aurora-Elgin, Chicago, IL; Gary-Hammond, IN; Joliet, IL; Kenosha, WI; Lake County, IL
Chico, CA—Butte
Cincinnati, OH—
Indiana Portion—Dearborn
Kentucky Portion—Boone, Campbell, Kenton
Ohio Portion—Clermont, Hamilton, Warren
CINCINNATI-HAMILTON CONSOLIDATED AREA—Metro Areas: Cincinnati, Hamilton-Middletown, OH
Clarksville-Hopkinsville, TN-KY—
Kentucky Portion—Christian
Tennessee Portion—Montgomery
Clearwater, FL (See Tampa-St. Petersburg-Clearwater)
Cleveland, OH—Cuyahoga, Geauga Lake, Medina
CLEVELAND-AKRON-LORAIN CONSOLIDATED AREA—Metro Areas: Akron, Cleveland, Lorain-Elyria, OH
College Station, TX (See Bryan-College Station)
Colorado Springs, CO—El Paso
Columbia, MO—Boone
Columbia, SC—Lexington, Richland
Columbus, GA—
Alabama Portion—Russell
Georgia Portion—Chattahoochee, Muscogee
Columbus, OH—Delaware, Fairfield, Franklin, Licking, Madison, Pickaway, Union
Corpus Christi, TX—Nueces, San Patricio
Cumberland, MD—
Maryland Portion—Allegany
West Virginia Portion—Mineral

D

Dallas, TX—Collin, Dallas, Denton, Ellis, Kaufman, Rockwall
DALLAS-FORT WORTH CONSOLIDATED AREA—Metro Areas: Dallas, Fort Worth-Arlington, TX
Danbury, CT (See Bridgeport-Stamford-Norwalk-Danbury)
Danville, VA—Danville, Pittsylvania
Davenport-Rock Island-Moline, IL-IA—
Illinois Portion—McHenry, Rock Island
Iowa Portion—Scott
Dayton-Springfield, OH—Clarke, Greene, Miami, Montgomery
Daytona Beach, FL—Volusia
Decatur, AL—Morgan
Decatur, IL—Macon
Delray Beach, FL (See West Palm Beach-Boca Raton-Delray Beach)
Denison, TX (See Sherman-Denison)
Denver, CO—Adams, Arapahoe, Denver, Douglas, Jefferson

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METROPOLITAN STATISTICAL AREAS

DENVER-BOULDER CONSOLIDATED AREA—Metro Areas: Boulder-Longmont, Denver, CO
Des Moines, IA—Dallas, Polk, Warren
Detroit, MI—Lapeer, Livingston, Macomb, Monroe, Oakland, St.Clair, Wayne
DETROIT-ANN ARBOR CONSOLIDATED AREA—Metro Area: Ann Arbor, Detroit, MI
Dothan, AL—Dale, Houston
Dubuque, IA—Dubuque
Duluth, MN—
Minnesota Portion—St. Louis
Wisconsin Portion—Douglas
Durham, NC (See Raleigh-Durham)

E

East Lansing, MI (See Lansing-East Lansing)
Eau Claire, WI—Chippewa, Eau Claire
Edinburg, TX (See McAllen-Edinburg-Mission)
El Paso, TX—El Paso
Elgin, IL (See Aurora-Elgin)
Elkhart-Goshen, IN—Elkhart
Elmira, NY—Chemung
Elyria, OH (See Lorain-Elyria)
Enid, OK—Garfield
Erie, PA—Erie
Eugene-Springfield, OR—Lane
Evansville, IN—
Indiana Portion—Posey, Vanderburgh, Warrick
Kentucky Portion—Henderson

F

Fairfield, CA (See Vallejo-Fairfield-Napa)
Fall River, MA (See New Bedford-Fall River-Attleboro)
Fargo-Moorhead, ND-MN—
Minnesota Portion—Clay
North Dakota Portion—Cass
Fayetteville, NC—Cumberland
Fayetteville-Springdale, AR—Washington
Fitchburg, MA (See Worcester-Fitchburg-Leominster)
Flint, MI—Genesee
Florence, AL—Colbert, Lauderdale
Florence, SC—Florence
Fort Collins-Loveland, CO—Larimer
Fort Lauderdale-Hollywood-Pompano Beach, FL—Broward
Fort Myers-Cape Coral, FL—Lee
Fort Pierce, FL—Martin, St. Lucie
Fort Smith, AR—
Arkansas Portion—Crawford, Sebastian
Oklahoma Portion—Sequoyah
Fort Walton Beach, FL—Okaloosa
Fort Wayne, IN—Allen, DeKalb, Whitley
Fort Worth-Arlington, TX—Johnson, Parker, Tarrant
Fresno, CA—Fresno

G

Gadsden, AL—Etowah
Gainesville, FL—Alachua, Bradford
Galveston-Texas City, TX—Galveston
Gary-Hammond, IN—Lake, Porter
Gastonia, NC (See Charlotte-Gastonia-Rock Hill)
Glens Falls, NY—Warren, Washington
Goshen, IN (See Elkhart-Goshen)
Grand Forks, ND—Grand Forks
Grand Rapids, MI—Kent, Ottawa
Great Falls, MT—Cascade
Greeley, CO—Weld
Green Bay, WI—Brown
Greensboro-Winston-Salem-High Point, NC—Davidson, Davie, Forsyth, Guilford, Randolph, Stokes, Yadkin
Greenville-Spartanburg, SC—Greenville, Pickens, Spartanburg
Gulfport, MS (See Biloxi-Gulfport)

H

Hagerstown, MD—Washington
Hamilton-Middletown, OH—Butler
Hammond, IN (See Gary-Hammond)
Harlingen, TX (See Brownsville-Harlingen)
Harrisburg-Lebanon-Carlisle, PA—Cumberland, Dauphin, Lebanon, Perry
Hartford-New Britain-Middletown-Bristol, CT—Hartford, Middlesex, Tolland
Hickory, NC—Alexander, Burke, Catawba
High Point, NC (See Greensboro-Winston-Salem-High Point)
Hollywood, FL (See Fort Lauderdale-Hollywood-Pompano Beach)
Honolulu, HI—Honolulu
Hopkinsville, TN (See Clarksville-Hopkinsville)
Houma-Thibodaux, LA—Lafourche, Terrelbonne
Houston, TX—Fort Bend, Harris, Liberty, Montgomery, Waller
HOUSTON-GALVESTON-BRAZORIA CONSOLIDATED AREA—Metro Areas: Brazoria, Galveston-Texas City, Houston, TX
Huntington-Ashland, WV-KY—
Kentucky Portion—Boyd, Carter, Greenup
Ohio Portion—Lawrence
West Virginia Portion—Cabell, Wayne
Huntsville, AL—Madison

I-J

Indianapolis, IN—Boone, Hamilton, Hancock, Hendricks, Johnson, Marion, Morgan, Shelby
Iowa City, IA—Johnson
Jackson, MI—Jackson
Jackson, MS—Hinds, Madison, Rankin
Jackson, TN—Madison
Jacksonville, FL—Clay, Duval, Nassau, St. Johns
Jacksonville, NC—Onslow
Jamestown-Dunkirk, NY—Chautauqua
Janesville-Beloit, WI—Rock
Jersey City, NJ—Hudson
Johnson City-Kingsport-Bristol, TN-VA—
Tennessee Portion—Carter, Hawkins, Sullivan, Unicol, Washington
Virginia Portion—Bristol, Scott, Washington
Johnstown, PA—Cambria, Somerset
Joliet, IL—Grundy, Will
Joplin, MO—Jasper, Newton

K

Kalamazoo, MI—Kalamazoo
Kankakee, IL—Kankakee
Kansas City, MO-KS—
Kansas Portion—Johnson, Leavenworth, Miami, Wyandotte
Missouri Portion—Cass, Clay, Jackson, Lafayette, Platte, Ray
Kennewick, WA (See Richland-Kennewick-Pasco)
Kenosha, WI—Kenosha
Killeen-Temple, TX—Bell, Coryell
Kingsport, TN (See Johnson City-Kingsport-Bristol)
Knoxville, TN—Anderson, Blount, Grainger, Jefferson, Knox, Sevier, Union
Kokomo, IN—Howard, Tipton

L

La Crosse, WI—La Crosse
Lafayette, LA—Lafayette, St. Martin
Lafayette-West Lafayette, IN—Tippecanoe
Lake Charles, LA—Calcasieu
Lake County, IL—Lake
Lakeland-Winter Haven, FL—Polk
Lancaster, PA—Lancaster
Lansing-East Lansing, MI—Clinton, Eaton, Ingham
Laredo, TX—Webb
Las Cruces, NM—Dona Ana
Las Vegas, NV—Clark
Lawrence, KS—Douglas
Lawrence, MA (See Boston-Lawrence-Salem-Lowell-Brockton)
Lawton, OK—Comanche
Leominster, MA (See Worcester-Fitchburg-Leominster)
Lewiston-Auburn, ME—Androscoggin
Lexington-Fayette, KY—Bourbon, Clark, Fayette, Jessamine, Scott, Woodford
Lima, OH—Allen, Auglaize
Lincoln, NE—Lancaster
Little Rock-North Little Rock, AR—Faulkner, Lonoke, Pulaski, Saline
Lompoc, CA (See Santa Barbara-Santa Maria-Lompoc)
Long Beach, CA (See Los Angeles-Long Beach)
Longmont, CO (See Boulder-Longmont)
Longview-Marshall, TX—Gregg, Harrison
Lorain-Elyria, OH—Lorain

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METROPOLITAN STATISTICAL AREAS

Los Angeles-Long Beach, CA—Los Angeles
LOS ANGELES-ANAHEIM-RIVERSIDE CONSOLIDATED AREA—Metro Areas: Anaheim-Santa Ana, Los Angeles-Long Beach, Oxnard-Ventura, Riverside-San Bernardino, CA
Louisville, KY—
Indiana Portion—Clark, Floyd, Harrison
Kentucky Portion—Bullitt, Jefferson, Oldham, Shelby
Loveland, CO (See Fort Collins-Loveland)
Lowell, MA (See Boston-Lawrence-Salem-Lowell-Brockton)
Lubbock, TX—Lubbock
Lynchburg, VA—Amherst, Campbell, Lynchburg

M

Macon-Warner Robins, GA—Bibb, Houston, Jones, Peach
Madison, WI—Dane
Manchester-Nashua, NH—Hillsborough
Mansfield, OH—Richland
Marietta, OH (See Parkersburg-Marietta)
Marshall, TX (See Longview-Marshall)
McAllen-Edinburg-Mission, TX—Hidalgo
Medford, OR—Jackson
Melbourne-Titusville-Palm Bay, FL—Brevard
Memphis, TN—
Arkansas Portion—Crittenden
Mississippi Portion—DeSota
Tennessee Portion—Shelby, Tipton
Merced, CA—Merced
Meriden, CT (See New Haven-Waterbury-Meriden)
Miami-Hialeah, FL—Dade
MIAMI-FORT LAUDERDALE CONSOLIDATED AREA—Metro Areas: Fort Lauderdale-Hollywood-Pompano Beach, Miami-Hialeah, FL
Middlesex-Somerset-Hunterdon, NJ—Hunterdon, Middlesex, Somerset
Middletown, CT (See Hartford-New Britain-Middletown-Bristol)
Middletown, OH (See Hamilton-Middletown)
Midland, MI (See Saginaw-Bay City-Midland)
Midland, TX—Midland
Millville, NJ (See Vineland-Millville-Bridgeton)
Milwaukee, WI—Milwaukee, Ozaukee, Washington, Waukesha
MILWAUKEE-RACINE CONSOLIDATED AREA—Metro Areas: Milwaukee, Racine, WI
Minneapolis-St. Paul, MN—
Minnesota Portion—Anoka, Carver, Chisago, Dakota, Hennepin, Isanti, Ramsey, Scott, Washington, Wright
Wisconsin Portion—St. Croix
Mishawaka, IN (See South Bend-Mishawaka)
Mission, TX (See McAllen-Edinburg-Mission)
Mobile, AL—Baldwin, Mobile
Modesto, CA—Stanislaus
Moline, IL (See Davenport-Rock Island-Moline)
Monmouth-Ocean, NJ—Monmouth, Ocean
Monroe, LA—Ouachita
Monterey, CA (See Salinas-Seaside-Monterey)
Montgomery, AL—Autauga, Elmore, Montgomery
Moorehead, MN (See Fargo-Moorehead)
Muncie, IN—Delaware
Muskegon, MI—Muskegon

N

Napa, CA (See Vallejo-Fairfield-Napa)
Naples, FL—Collier
Nashua, NH (See Manchester-Nashua)
Nashville, TN—Cheatham, Davidson, Dickson, Robertson, Rutherford, Sumner, Williamson, Wilson
Nassau-Suffolk, NY—Nassau, Suffolk
Neenah, WI (See Appleton-Oshkosh-Neenah)
New Bedford-Fall River-Attleboro, MA—Bristol
New Britain, CT (See Hartford-New Britain-Middletown, Bristol)
New Haven-Waterbury-Meriden, CT—New Haven
New London-Norwich, CT—New London
New Orleans, LA—Jefferson, Orleans, St. Bernard, St. Charles, St. John the Baptist, St. Tammany
New York, NY—Bronx, Kings, New York, Putnam, Queens, Richmond, Rockland, Westchester
NEW YORK-NORTHERN NEW JERSEY-LONG ISLAND CONSOLIDATED AREA—Metro Areas: Bergen-Passaic, NJ; Bridgeport-Stamford-Norwalk-Danbury, CT; Jersey City, Middlesex-Somerset-Hunterdon, Monmouth-Ocean, NJ; Nassau-Suffolk, New York, NY; Newark, NJ; Orange County, NY
Newark, NJ—Essex, Morris, Sussex, Union
Newport News, VA (See Norfolk-Virginia Beach-Newport News)
Niagara Falls, NY—Niagara
Norfolk-Virginia Beach-Newport News, VA—Chesapeake, Gloucester, Hampton, James City, Newport News, Norfolk, Poquoson, Portsmouth, Suffolk, Virginia Beach, Williamsburg, York
Normal, IL (See Bloomington-Normal)
North Little Rock, AR (See Little Rock-North Little Rock)
Norwalk, CT (See Bridgeport-Stamford-Norwalk-Danbury)
Norwich, CT (See New London-Norwich)

O

Oakland, CA—Alameda, Contra Costa
Ocala, FL—Marion
Odessa, TX—Ector
Ogden, UT (See Salt Lake City-Ogden)
Oklahoma City, OK—Canadian, Cleveland, Logan, McClain, Oklahoma, Pottawattomie
Olympia, WA—Thurston
Omaha, NE—
Iowa Portion—Pottawatamie
Nebraska Portion—Douglas, Sarpy, Washington
Orange County, NY—Orange
Orem, UT (See Provo-Orem)
Orlando, FL—Orange, Osceola, Seminole
Oshkosh, WI (See Appleton-Oshkosh-Neenah)
Owensboro, KY—Daviess
Oxnard-Ventura, CA—Ventura

P

Palm Bay, FL (See Melbourne-Titusville-Palm Bay)
Panama City, FL—Bay
Parkersburg-Marietta, WV-OH—
Ohio Portion—Washington
West Virginia Portion—Wood
Pascagoula, MS—Jackson
Pasco, WA (See Richland-Kennewick-Pasco)
Passaic, NJ (See Bergen-Passaic)
Pawtucket, RI (See Providence-Pawtucket-Woonsocket)
Pensacola, FL—Escambia, Santa Rosa
Peoria, IL—Peoria, Tazewell, Woodford
Petersburg, VA (See Richmond-Petersburg)
Philadelphia, PA—
New Jersey Portion—Burlington, Camden, Gloucester
Pennsylvania Portion—Bucks, Chester, Delaware, Montgomery, Philadelphia
PHILADELPHIA-WILMINGTON-TRENTON CONSOLIDATED AREA—Metro Areas: Philadelphia, PA; Trenton, Vineland-Millville-Bridgeton, NJ; Wilmington, DE
Phoenix, AZ—Maricopa
Pine Bluff, AR—Jefferson
Pittsburgh, PA—Allegheny, Fayette, Washington, Westmoreland
PITTSBURGH-BEAVER VALLEY CONSOLIDATED AREA—Metro Areas: Beaver County, Pittsburgh, PA
Pittsfield, MA—Berkshire
Pompano Beach, FL (See Fort Lauderdale-Hollywood-Pompano Beach)
Port Arthur, TX (See Beaumont-Port Arthur)
Portland, ME—Cumberland
Portland, OR—Clackamas, Multnomah, Washington, Yamhill
PORTLAND-VANCOUVER CONSOLIDATED AREA—Metro Areas: Portland, OR; Vancouver, WA
Portsmouth-Dover-Rochester, NH—Rockingham, Strafford
Poughkeepsie, NY—Dutchess
Providence-Pawtucket-

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METROPOLITAN STATISTICAL AREAS

Woonsocket, RI—Bristol, Kent, Providence, Washington
Provo-Orem, UT—Utah
Pueblo, CO—Pueblo

R

Racine, WI—Racine
Raleigh-Durham, NC—Durham, Franklin, Orange, Wake
Rantoul, IL (See Champaign-Urbana-Rantoul)
Rapid City, SD—Pennington
Reading, PA—Berks
Redding, CA—Shasta
Reno, NV—Washoe
Richland-Kennewick-Pasco, WA—Benton, Franklin
Richmond-Petersburg, VA—Charles City, Chesterfield, Colonial Heights City, Dinwiddie, Goochland, Hanover, Henrico, Hopewell City, New Kent, Petersburg City, Pawhattan, Prince George, Richmond City
Riverside-San Bernardino, CA—Riverside, San Bernardino
Roanoke, VA—Botetourt, Roanoke, Roanoke City, Salem City
Rochester, MN—Olmsted
Rochester, NY—Livingston, Monroe, Ontario, Orleans, Wayne
Rockford, IL—Boone, Winnebago
Rock Hill, SC (See Charlotte-Gastonia-Rock Hill)
Rock Island, IL (See Davenport-Rock Island-Moline)
Rome, NY (See Utica-Rome)

S

Sacramento, CA—El Dorado, Placer, Sacramento, Yolo
Saginaw-Bay City-Midland, MI—Bay, Midland, Saginaw
St. Cloud, MN—Benton, Sherburne, Stearns
St. Joseph, MO—Buchanan
St. Louis, MO-IL—
Illinois Portion—Clinton, Jersey, Madison, Monroe, St. Clair
Missouri Portion—Franklin, Jefferson, St. Charles, St. Louis, St. Louis City
St. Paul, MN (See Minneapolis-St. Paul)
St. Petersburg, FL (See Tampa-St. Petersburg-Clearwater)
Salem, MA (See Boston-Lawrence-Salem-Lowell-Brockton)
Salem, OR—Marion, Polk
Salinas-Seaside-Monterey, CA—Monterey
Salt Lake City-Ogden, UT—Davis, Salt Lake, Weber
San Angelo, TX—Tom Green
San Antonio, TX—Bexar, Comal, Guadalupe
San Bernardino, CA (See Riverside-San Bernardino)
San Diego, CA—San Diego
San Francisco, CA—Marin, San Francisco, San Mateo
SAN FRANCISCO-OAKLAND-SAN JOSE CONSOLIDATED AREA—Metro Areas: Oakland, San Francisco, San Jose, Santa Cruz, Santa Rosa-Petaluma, Vallejo-Fairfield-Napa, CA
San Jose, CA—Santa Clara
Santa Ana, CA (See Anaheim-Santa Ana)
Santa Barbara-Santa Maria-Lompoc, CA—Santa Barbara
Santa Cruz, CA—Santa Cruz
Santa Fe, NM—Los Alamos, Santa Fe
Santa Maria, CA (See Santa Barbara-Santa Maria-Lompoc)
Santa Rosa-Petaluma, CA—Sonoma
Sarasota, FL—Sarasota
Savannah, GA—Chatham, Ellingham
Schenectady, NY (See Albany-Schenectady-Troy)
Scranton-Wilkes-Barre, PA—Columbia, Lackawanna, Luzerne, Monroe, Wyoming
Seaside, CA (See Salinas-Seaside-Monterey)
Seattle, WA—King, Snohomish
SEATTLE-TACOMA CONSOLIDATED AREA—Metro Areas: Seattle, Tacoma, WA
Sharon, PA—Mercer
Sheboygan, WI—Sheboygan
Sherman-Denison, TX—Grayson
Shreveport, LA—Bossier, Caddo
Sioux City, IA—
Iowa Portion—Woodbury
Nebraska Portion—Dakota
Sioux Falls, SD—Minnehaha
South Bend-Mishawaka, IN—St. Joseph
Spartanburg, SC (See Greenville-Spartanburg)
Spokane, WA—Spokane
Springdale, AR (See Fayetteville-Springdale)
Springfield, IL—Menard, Sangamon
Springfield, MA—Hampden, Hampshire
Springfield, OH (See Dayton-Springfield)
Springfield, OR (See Eugene-Springfield)
Stamford, CT (See Bridgeport-Stamford-Norwalk-Danbury)
State College, PA—Centre
Steubenville-Weirton, OH-WV—
Ohio Portion—Jefferson
West Virginia Portion—Brooke, Hancock
Stockton, CA—San Joaquin
Syracuse, NY—Madison, Onondaga, Oswego

T

Tacoma, WA—Pierce
Tallahassee, FL—Gadsden, Leon
Tampa-St. Petersburg-Clearwater, FL—Hernando, Hillsborough, Pasco, Pinellas
Temple, TX (See Killeen-Temple)
Terre Haute, IN—Clay, Vigo
Texarkana, TX-AR—
Arkansas Portion—Miller
Texas Portion—Bowie
Texas City, TX (See Galveston-Texas City)
Titusville, FL (See Melbourne-Titusville-Palm Bay)
Toledo, OH—Fulton, Lucas, Wood
Topeka, KS—Shawnee
Trenton, NJ—Mercer
Troy, NY (See Albany-Schenectady-Troy)
Tucson, AZ—Pima
Tulsa, OK—Creek, Osage, Rogers, Tulsa, Wagoner
Tuscaloosa, AL—Tuscaloosa
Tyler, TX—Smith

U-V

Urbana, IL (See Champaign-Urbana-Rantoul)
Utica-Rome, NY—Herkimer, Oneida
Vallejo-Fairfield-Napa, CA—Napa, Solano
Vancouver, WA—Clark
Ventura, CA (See Oxnard-Ventura)
Victoria, TX—Victoria
Vineland-Millville-Bridgeton, NJ—Cumberland
Virginia Beach, VA (See Norfolk-Virginia Beach-Newport News)
Visalia-Tulare-Porterville, CA—Tulare

W-Y

Waco, TX—McLennan
Warren, OH (See Youngstown-Warren)
Washington, DC—
District of Columbia Portion—District of Columbia
Maryland Portion—Calvert, Charles, Frederick, Montgomery, Prince George's
Virginia Portion—Alexandria City, Arlington, Fairfax, Fairfax City, Falls Church City, Loudoun, Manassas City, Manassas Park City, Prince William, Stafford
Waterbury, CT (See New Haven-Waterbury-Meriden)
Waterloo-Cedar Falls, IA—Black Hawk, Bremer
Wausau, WI—Marathon
Weirton, OH (See Steubenville-Weirton)
West Palm Beach-Boca Raton-Delray Beach, FL—Palm Beach
Wheeling, WV—
Ohio Portion—Belmont
West Virginia Portion—Marshall
Wichita, KS—Butler, Sedgwick
Wichita Falls, TX—Wichita
Wilkes-Barre, PA (See Scranton-Wilkes-Barre)
Williamsport, PA—Lycoming
Wilmington, DE—
Delaware Portion—New Castle
Maryland Portion—Cecil
New Jersey Portion—Salem
Wilmington, NC—New Hanover
Winston-Salem, NC (See Greensboro-Winston-Salem-High Point)
Winter Haven, FL (See Lakeland-Winter Haven)
Woonsocket, RI (See Providence-Pawtucket-Woonsocket)
Worcester-Fitchburg-Leominster, MA—Worcester
Yakima, WA—Yakima
York, PA—Adams, York
Youngstown-Warren, OH—Mahoning, Trumbull
Yuba City, CA—Sutter, Yuba

REGIONAL SUMMARY

REGION State	12/31/88 Population (Thous.)	% Of U.S.	Average House-hold Size	1988 Per Capita EBI	Eating & Drinking Place Sales ($000)	Eating Place Sales ($000)	Eating Place Units	Fast Food Sales ($000)	Fast Food Market Share (%)	Restaurant Sales ($000)	Restaurant Market Share (%)	RAI	RGI
Connecticut	3,266.6	1.3176	2.71	16,766	2,811,213	2,631,531	4,210	787,544	30	1,369,893	52	117	100
Maine	1,204.5	.4858	2.66	11,550	892,987	869,446	1,660	314,733	36	465,023	53	104	86
Massachusetts	5,908.0	2.3830	2.65	15,518	6,029,271	5,656,102	7,994	1,508,717	27	3,071,846	54	137	105
New Hampshire	1,091.5	.4402	2.67	14,752	894,520	877,083	1,501	256,353	29	514,772	59	91	97
Rhode Island	995.3	.4014	2.72	12,989	791,336	730,904	1,346	224,721	31	406,088	56	118	86
Vermont	556.8	.2246	2.64	11,615	460,257	430,230	807	116,609	27	251,076	58	106	95
NEW ENGLAND	**13,022.7**	**5.2526**	**2.67**	**15,040**	**11,879,584**	**11,195,296**	**17,518**	**3,208,677**	**29**	**6,078,698**	**54**	**122**	**99**
New Jersey	7,764.2	3.1318	2.71	16,590	4,983,494	4,405,991	8,562	1,305,661	30	2,242,368	51	77	134
New York	18,029.4	7.2723	2.65	13,724	12,415,038	11,600,685	21,852	3,051,546	26	6,066,379	52	99	98
Pennsylvania	12,045.8	4.8588	2.63	12,180	7,120,679	6,464,708	12,894	2,273,052	35	3,024,379	47	85	98
MIDDLE ATLANTIC	**37,839.4**	**15.2629**	**2.66**	**13,820**	**24,519,211**	**22,471,384**	**43,308**	**6,630,259**	**30**	**11,333,126**	**50**	**90**	**105**
Illinois	11,674.3	4.7089	2.69	13,053	6,825,153	6,330,438	12,847	2,436,729	38	3,024,528	48	103	101
Indiana	5,597.2	2.2576	2.73	10,815	3,101,925	2,907,330	6,568	1,365,843	47	1,182,455	41	98	89
Michigan	9,335.3	3.7655	2.73	11,855	5,369,572	4,935,926	10,107	1,890,364	38	2,388,789	48	101	95
Ohio	10,896.1	4.3950	2.64	11,497	6,069,290	5,633,056	12,460	2,406,099	43	2,512,166	45	94	90
Wisconsin	4,869.6	1.9642	2.66	11,846	3,026,447	2,592,886	5,929	883,945	34	1,479,776	57	86	89
EAST NORTH CENTRAL	**42,372.5**	**17.0912**	**2.69**	**11,954**	**24,392,387**	**22,399,636**	**47,911**	**8,982,960**	**40**	**10,587,714**	**47**	**97**	**94**
Iowa	2,847.4	1.1485	2.57	10,764	1,552,970	1,383,481	3,546	597,393	43	633,875	46	82	79
Kansas	2,511.3	1.0130	2.62	12,177	1,379,162	1,324,573	3,270	662,086	50	518,163	39	96	79
Minnesota	4,326.8	1.7452	2.68	12,439	3,026,697	2,756,668	4,854	909,407	33	1,539,186	56	110	105
Missouri	5,205.0	2.0995	2.59	11,545	3,221,763	3,062,135	6,047	1,358,769	44	1,253,007	41	109	95
Nebraska	1,610.1	.6494	2.63	11,455	1,078,231	949,229	1,952	394,390	42	467,875	49	109	89
North Dakota	686.3	.2768	2.75	10,200	385,045	326,554	874	129,054	40	173,605	53	96	80
South Dakota	722.5	.2914	2.68	9,954	409,172	355,230	975	121,086	34	204,617	58	94	73
WEST NORTH CENTRAL	**17,909.4**	**7.2238**	**2.65**	**11,601**	**11,053,040**	**10,157,870**	**21,518**	**4,172,185**	**41**	**4,790,328**	**47**	**102**	**90**
Delaware	654.2	.2639	2.76	12,787	411,801	387,200	774	165,619	43	182,639	47	94	101
District of Columbia	623.8	.2516	2.44	14,711	804,134	759,277	1,082	182,141	24	350,946	46	269	157
Florida	12,506.5	5.0446	2.47	12,525	9,058,065	8,586,532	15,261	3,067,572	36	4,403,472	51	102	106
Georgia	6,439.0	2.5972	2.77	11,243	3,927,633	3,772,748	7,187	1,896,530	50	1,342,033	36	102	106
Maryland	4,666.0	1.8821	2.74	14,512	3,302,540	3,076,553	4,981	1,224,148	40	1,282,444	42	110	112
North Carolina	6,554.1	2.6436	2.67	10,704	3,562,707	3,490,086	7,461	1,834,557	53	1,245,866	36	90	95
South Carolina	3,511.0	1.4162	2.77	9,779	1,810,309	1,762,394	3,629	872,656	50	622,351	35	87	106
Virginia	6,047.2	2.4392	2.79	13,438	3,694,471	3,641,427	6,683	1,587,723	44	1,496,797	41	96	112
West Virginia	1,919.7	.7743	2.63	8,744	777,724	745,326	1,756	421,678	57	246,241	33	69	92
SOUTH ATLANTIC	**42,921.5**	**17.3127**	**2.65**	**12,041**	**27,349,384**	**26,221,543**	**48,814**	**11,252,624**	**43**	**11,172,789**	**43**	**99**	**106**
Alabama	4,165.3	1.6801	2.70	9,406	1,685,836	1,634,007	3,769	917,188	56	497,623	30	87	97
Kentucky	3,773.2	1.5219	2.74	9,637	2,103,749	2,016,289	3,257	1,122,615	56	683,873	34	100	110
Mississippi	2,667.4	1.0759	2.84	8,253	862,783	838,554	2,364	451,940	54	271,128	32	68	93
Tennessee	4,948.2	1.9959	2.66	10,559	2,433,207	2,371,730	5,275	1,130,230	48	951,640	40	99	102
EAST SOUTH CENTRAL	**15,555.9**	**6.2745**	**2.72**	**9,632**	**7,086,948**	**6,861,448**	**14,665**	**3,622,196**	**53**	**2,404,641**	**35**	**91**	**101**
Arkansas	2,435.4	.9823	2.71	9,249	866,555	848,525	2,626	483,200	57	269,885	32	64	80
Louisiana	4,467.9	1.8022	2.83	8,910	2,305,217	2,171,495	4,233	876,594	40	752,680	35	73	101
Oklahoma	3,317.5	1.3381	2.64	9,153	1,742,017	1,697,350	4,460	816,720	48	603,600	36	88	68
Texas	16,918.9	6.8243	2.80	10,881	9,984,461	9,381,920	19,617	4,036,500	43	3,749,060	40	83	93
WEST SOUTH CENTRAL	**27,139.7**	**10.9469**	**2.77**	**10,199**	**14,898,250**	**14,099,290**	**30,936**	**6,213,014**	**44**	**5,375,225**	**38**	**81**	**90**
Arizona	3,550.5	1.4321	2.60	11,364	2,398,094	2,233,666	4,054	811,049	36	1,125,609	50	92	104
Colorado	3,369.9	1.3593	2.57	11,917	2,472,143	2,312,363	4,726	737,567	32	1,248,730	54	114	92
Idaho	1,025.9	.4138	2.84	9,606	477,033	436,061	1,106	170,996	39	228,015	52	84	94
Montana	819.9	.3307	2.57	9,846	485,131	393,348	1,303	141,056	36	227,712	58	82	68
Nevada	1,069.7	.4315	2.43	13,158	850,164	761,855	1,222	258,368	34	375,148	49	104	478
New Mexico	1,537.9	.6203	2.78	9,222	910,918	853,080	1,906	365,690	43	388,857	46	114	83
Utah	1,719.3	.6935	3.21	8,955	837,369	812,433	1,744	362,255	45	370,514	46	92	101
Wyoming	490.1	.1977	2.65	9,653	307,918	263,953	646	103,318	39	131,689	50	102	98
MOUNTAIN	**13,583.2**	**5.4769**	**2.68**	**10,809**	**8,738,770**	**8,066,759**	**16,707**	**2,950,299**	**37**	**4,096,274**	**51**	**100**	**122**
Alaska	538.2	.2171	2.90	14,327	493,631	418,064	687	118,178	28	164,821	39	93	109
California	28,549.3	11.5155	2.73	14,928	22,450,720	21,311,182	35,944	7,580,185	36	11,473,280	54	124	99
Hawaii	1,104.5	.4455	3.13	13,010	1,431,964	1,354,194	1,622	444,972	33	726,433	54	218	180
Oregon	2,755.6	1.1115	2.56	11,257	1,914,980	1,772,353	3,964	656,195	37	940,340	53	117	78
Washington	4,630.2	1.8676	2.54	13,252	3,481,121	3,229,246	5,883	1,077,098	33	1,774,982	55	108	91
PACIFIC	**37,576.0**	**15.1565**	**2.70**	**14,387**	**29,771,043**	**28,084,171**	**48,100**	**9,876,405**	**35**	**15,079,479**	**54**	**123**	**99**
United States Total	**247,920.3**	**100.0000**	**2.69**	**12,359**	**159,688,617**	**149,557,397**	**289,477**	**56,908,639**	**38**	**70,918,274**	**47**	**100**	**100**

SALES BY METROPOLITAN AREA 1988

This section of the Restaurant Growth Index provides sales, unit counts, market share, and RAI and RGI indices for the 318 Metropolitan Statistical Areas.

STATE Metro Name	12/31/88 Population (Thous.)	% Of U.S.	Average House-hold Size	1988 Per Capita EBI	Eating & Drinking Place Sales ($000)	Eating Place Sales ($000)	Eating Place Units	Fast Food Sales ($000)	Fast Food Market Share (%)	Restaurant Sales ($000)	Restaurant Market Share (%)	RAI	RGI
ALABAMA													
Anniston	125.3	.0505	2.77	8,855	34,484	33,839	102	19,164	57	10,006	30	79	100
Birmingham	934.9	.3771	2.62	10,325	438,373	424,416	904	222,775	52	132,834	31	94	99
Decatur	102.6	.0414	2.70	9,350	41,833	41,625	105	26,060	63	11,693	28	92	88
Dothan	133.0	.0537	2.75	9,125	71,503	69,956	137	43,804	63	19,652	28	111	96
Florence	140.0	.0565	2.62	9,436	58,878	57,064	146	32,322	57	16,872	30	99	81
Gadsden	104.0	.0420	2.62	8,745	42,561	41,715	103	23,624	57	12,334	30	92	83
Huntsville	242.0	.0976	2.63	13,218	133,679	128,039	241	69,493	54	43,481	34	116	124
Mobile	488.1	.1969	2.73	10,066	264,563	250,545	490	129,191	52	79,504	32	94	96
Montgomery	305.8	.1233	2.75	10,122	145,717	141,190	293	79,961	57	41,750	30	101	110
Tuscaloosa	147.4	.0595	2.70	8,952	72,167	68,325	158	38,698	57	20,206	30	84	86
Non-Metro Portion of State	1,391.7	.5613	2.74	7,967	367,464	362,914	1,051	223,952	62	105,045	29	65	93
State Total	**4,165.3**	**1.6801**	**2.70**	**9,406**	**1,685,836**	**1,634,007**	**3,769**	**917,188**	**56**	**497,623**	**30**	**87**	**97**
ALASKA													
Anchorage	223.0	.0900	2.69	15,684	304,853	274,035	328	81,177	30	102,025	37	146	122
Non-Metro Portion of State	315.2	.1271	3.07	13,367	188,778	144,029	359	37,001	26	62,796	44	55	98
State Total	**538.2**	**.2171**	**2.90**	**14,327**	**493,631**	**418,064**	**687**	**118,178**	**28**	**164,821**	**39**	**93**	**103**
ARIZONA													
Phoenix	2,057.6	.8299	2.54	12,809	1,575,042	1,479,392	2,350	516,885	35	749,934	51	98	117
Tucson	650.0	.2621	2.51	10,730	426,631	392,906	759	157,296	40	184,551	47	97	91
Non-Metro Portion of State	842.9	.3401	2.85	8,326	396,421	361,368	945	136,868	38	191,124	53	69	84
State Total	**3,550.5**	**1.4321**	**2.60**	**11,364**	**2,398,094**	**2,233,666**	**4,054**	**811,049**	**36**	**1,125,609**	**50**	**92**	**104**
ARKANSAS													
Fayetteville - Springdale	112.4	.0453	2.65	10,075	60,122	58,575	145	33,206	57	19,347	33	89	78
Fort Smith	183.8	.0742	2.68	9,426	76,670	75,781	253	42,676	56	25,104	33	91	66
Little Rock - North Little Rock	521.8	.2105	2.71	11,338	267,084	262,183	583	138,345	53	91,756	35	82	99
Pine Bluff	90.5	.0366	2.90	8,529	28,809	28,017	87	15,883	57	9,254	33	54	86
Texarkana	122.3	.0493	2.71	9,239	58,004	56,487	138	26,757	47	21,240	38	73	76
Non-Metro Portion of State	1,473.5	.5942	2.69	8,440	397,616	389,280	1,504	233,153	60	115,065	30	52	73
State Total	**2,435.4**	**.9823**	**2.71**	**9,249**	**866,555**	**848,525**	**2,626**	**483,200**	**57**	**269,885**	**32**	**64**	**80**
CALIFORNIA													
Anaheim - Santa Ana	2,273.7	.9171	2.81	16,728	2,397,016	2,313,829	3,129	811,730	35	1,279,711	55	150	107
Bakersfield	519.4	.2095	2.83	12,297	316,108	301,030	576	130,153	43	148,930	49	88	89
Chico	176.0	.0710	2.49	10,798	114,390	105,358	217	37,644	36	56,473	54	81	72
Fresno	613.7	.2475	2.79	12,586	314,880	295,147	727	134,394	46	145,070	49	87	78
Los Angeles - Long Beach	8,704.7	3.5111	2.75	14,880	6,758,662	6,450,149	10,071	2,162,535	34	3,454,848	54	137	109
Merced	175.0	.0706	3.08	9,603	92,384	85,494	170	32,058	37	50,301	59	99	89
Modesto	342.1	.1380	2.84	11,541	175,170	167,623	370	82,116	49	72,860	43	80	80
Oakland	2,009.1	.8104	2.58	17,125	1,537,018	1,448,122	2,563	563,786	39	750,433	52	112	92
Oxnard - Ventura	645.1	.2602	3.02	15,386	328,096	315,503	683	115,886	37	180,632	57	80	97
Redding	140.4	.0566	2.66	10,845	78,219	72,696	213	25,974	36	38,963	54	79	69
Riverside - San Bernardino	2,287.7	.9227	2.80	12,898	1,327,426	1,272,194	2,209	573,251	45	625,445	49	95	96
Sacramento	1,398.2	.5640	2.57	14,538	1,023,288	964,696	1,917	406,319	42	480,105	50	113	85
Salinas - Seaside - Monterey	352.0	.1420	3.05	12,645	250,314	239,306	477	75,633	32	155,698	65	148	109
San Diego	2,382.0	.9608	2.75	15,175	1,940,387	1,834,967	2,882	641,383	35	986,828	54	131	107
San Francisco	1,605.5	.6475	2.38	19,443	2,308,184	2,152,270	3,161	491,988	23	1,294,559	60	174	109
San Jose	1,437.4	.5798	2.82	18,217	1,267,454	1,216,251	1,912	475,353	39	610,219	50	137	111

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METRO REPORT

STATE Metro Name	12/31/88 Population (Thous.)	% Of U.S.	Average House-hold Size	1988 Per Capita EBI	Eating & Drinking Place Sales ($000)	Eating Place Sales ($000)	Units	Fast Food Sales ($000)	Market Share (%)	Restaurant Sales ($000)	Market Share (%)	RAI	RGI
Santa Barbara - Santa Maria - Lompoc	347.0	1399	2.65	15,187	345,556	330,318	520	96,569	29	210,902	64	119	94
Santa Cruz	234.4	0946	2.68	14,993	169,744	158,161	384	64,981	41	80,883	51	113	65
Santa Rosa - Petaluma	368.2	1485	2.52	15,833	247,568	229,582	501	88,384	38	123,156	54	100	77
Stockton	467.2	1885	2.92	11,489	261,467	245,269	501	121,511	50	112,732	46	100	80
Vallejo - Fairfield - Napa	419.3	1692	2.81	13,481	296,767	276,706	472	115,546	42	146,751	53	116	90
Visalia - Tulare - Porterville	301.5	1216	3.06	8,890	139,670	131,107	312	69,371	53	55,684	42	69	86
Yuba City	119.9	0483	2.73	10,662	62,975	58,531	127	20,909	36	31,370	54	88	84
Non-Metro Portion of State	1,229.8	4961	2.73	11,138	697,977	646,873	1,850	242,711	38	380,727	59	77	71
State Total	**28,549.3**	**11.5155**	**2.73**	**14,928**	**22,450,720**	**21,311,182**	**35,944**	**7,580,185**	**36**	**11,473,280**	**54**	**124**	**99**
COLORADO													
Boulder - Longmont	221.4	0893	2.56	12,295	193,383	183,602	359	60,409	33	104,251	57	111	76
Colorado Springs	400.0	1613	2.67	11,098	256,583	238,142	489	101,572	43	100,223	42	120	91
Denver	1,684.5	6795	2.51	13,515	1,297,261	1,217,016	2,206	371,364	31	643,813	53	115	103
Fort Collins - Loveland	187.6	0756	2.62	10,509	122,076	112,923	243	36,546	32	60,491	54	98	82
Greeley	138.8	0560	2.72	9,243	58,368	54,290	130	17,569	32	29,082	54	81	88
Pueblo	128.7	0519	2.58	9,022	74,197	65,917	168	21,333	32	35,308	54	87	71
Non-Metro Portion of State	608.9	2457	2.64	9,553	470,275	440,473	1,131	128,774	29	275,562	63	128	82
State Total	**3,369.9**	**1.3593**	**2.57**	**11,917**	**2,472,143**	**2,312,363**	**4,726**	**737,567**	**32**	**1,248,730**	**54**	**114**	**92**
CONNECTICUT													
Bridgeport - Stamford - Norwalk - Danbury	830.9	3352	2.77	20,246	775,195	741,329	1,075	183,821	25	411,768	56	116	102
Hartford - New Britain - Middletown - Bristol	1,117.4	4507	2.68	16,032	1,004,824	932,328	1,402	286,474	31	441,785	47	123	110
New Haven - Waterbury - Meriden	793.6	3201	2.68	15,534	660,798	618,861	1,061	207,752	34	326,421	53	118	90
New London - Norwich	253.8	1024	2.79	14,118	212,493	191,399	334	65,871	34	108,767	57	122	98
Non-Metro Portion of State	270.9	1092	2.71	15,213	157,903	147,614	338	43,626	30	81,152	55	85	84
State Total	**3,266.6**	**1.3176**	**2.71**	**16,766**	**2,811,213**	**2,631,531**	**4,210**	**787,544**	**30**	**1,369,893**	**52**	**117**	**100**
DELAWARE													
Wilmington	564.7	2278	2.77	13,882	319,820	298,248	583	129,198	43	140,202	47	90	117
Non-Metro Portion of State	227.3	0917	2.78	10,744	144,763	136,344	307	58,400	43	65,384	48	105	76
State Total	**654.2**	**.2639**	**2.76**	**12,787**	**411,801**	**387,200**	**774**	**165,619**	**43**	**182,639**	**47**	**94**	**101**
DISTRICT OF COLUMBIA													
Washington	3,729.8	1.5045	2.66	18,052	3,258,324	3,163,455	4,413	1,094,820	35	1,402,975	44	126	133
State Total	**623.8**	**.2516**	**2.44**	**14,711**	**804,134**	**759,277**	**1,082**	**182,141**	**24**	**350,946**	**46**	**269**	**157**
FLORIDA													
Bradenton	187.5	0756	2.31	12,742	147,823	142,916	210	52,012	36	72,297	51	97	86
Daytona Beach	345.9	1395	2.34	12,043	264,870	247,464	464	92,738	37	121,157	49	98	102
Fort Lauderdale - Hollywood - Pompano Beach	1,214.3	4898	2.31	15,425	1,210,241	1,129,586	1,739	322,925	29	652,238	58	134	93
Fort Myers - Cape Coral	307.3	1240	2.34	13,533	204,679	197,473	418	65,971	33	117,711	60	87	81
Fort Pierce	227.5	0918	2.44	11,564	108,512	104,846	240	44,040	42	52,215	50	63	78
Fort Walton Beach	154.1	0622	2.74	11,157	117,712	112,496	209	40,946	36	56,911	51	124	95
Gainesville	208.8	0842	2.63	10,449	147,492	141,482	268	51,937	37	71,507	51	93	97
Jacksonville	918.0	3701	2.63	12,075	571,491	544,414	1,051	260,665	48	220,852	41	112	115
Lakeland - Winter Haven	401.6	1619	2.66	10,357	201,573	194,514	408	100,452	52	78,923	41	73	98
Melbourne - Titusville - Palm Bay	389.1	1570	2.47	11,758	232,618	217,464	481	85,110	39	102,485	47	98	86
Miami - Hialeah	1,850.4	7463	2.61	12,344	1,387,797	1,321,841	2,324	428,319	32	646,986	49	111	118
Naples	133.1	0537	2.36	13,163	126,595	118,466	192	49,772	42	59,001	50	89	98
Ocala	189.7	0765	2.53	9,391	87,954	84,606	180	30,793	36	42,800	51	62	84

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METRO REPORT

STATE Metro Name	12/31/88 Population (Thous.)	% Of U.S.	Average House-hold Size	1988 Per Capita EBI	Eating & Drinking Place Sales ($000)	Eating Place Sales ($000)	Units	Fast Food Sales ($000)	Market Share (%)	Restaurant Sales ($000)	Market Share (%)	RAI	RGI
Orlando	989.7	3991	2.61	12,567	875,131	845,383	1,222	323,594	38	429,545	51	121	169
Panama City	132.6	0535	2.61	8,978	116,615	110,016	223	40,039	36	55,657	51	172	81
Pensacola	355.1	1432	2.71	11,078	200,574	184,830	339	90,598	49	64,563	35	99	112
Sarasota	261.4	1055	2.20	13,689	235,177	226,969	370	57,655	25	146,725	65	109	78
Tallahassee	230.1	0928	2.67	11,122	154,183	147,829	247	54,122	37	74,737	51	111	123
Tampa - St. Petersburg - Clearwater	2,033.1	8201	2.35	12,590	1,454,804	1,372,911	2,472	506,869	37	670,606	49	94	99
West Palm Beach - Boca Raton - Delray Beach	835.8	3371	2.31	16,362	723,884	682,005	1,062	175,600	26	437,312	64	106	111
Non-Metro Portion of State	1,141.4	4607	2.52	10,082	488,340	459,021	1,142	193,415	42	229,244	50	62	82
State Total	**12,506.5**	**5.0446**	**2.47**	**12,525**	**9,058,065**	**8,586,532**	**15,261**	**3,067,572**	**36**	**4,403,472**	**51**	**102**	**106**
GEORGIA													
Albany	119.2	0480	2.94	9,625	71,910	67,929	124	34,750	51	24,212	36	102	107
Athens	149.0	0602	2.71	9,941	94,129	87,830	169	44,982	51	31,345	36	96	95
Atlanta	2,766.4	1.1160	2.68	13,689	2,358,039	2,254,067	3,618	1,043,566	46	842,328	37	131	111
Augusta	405.0	1634	2.79	10,577	179,994	172,819	364	92,231	53	48,438	28	84	115
Columbus	256.2	1033	2.85	9,687	119,594	113,713	253	58,975	52	39,668	35	105	85
Macon - Warner Robins	290.1	1171	2.79	11,206	152,315	147,970	322	76,284	52	52,451	35	86	98
Savannah	247.7	0999	2.73	11,100	195,278	184,341	290	94,285	51	65,710	36	128	106
Non-Metro Portion of State	2,266.3	9138	2.86	8,758	780,289	767,285	2,087	458,795	60	244,500	32	64	100
State Total	**6,439.0**	**2.5972**	**2.77**	**11,243**	**3,927,633**	**3,772,748**	**7,187**	**1,896,530**	**50**	**1,342,033**	**36**	**102**	**106**
HAWAII													
Honolulu	844.3	3406	3.15	13,596	1,121,022	1,050,159	1,195	357,456	34	530,798	51	248	168
Non-Metro Portion of State	260.2	1049	3.06	11,107	310,942	304,035	427	87,516	29	195,635	64	153	212
State Total	**1,104.5**	**.4455**	**3.13**	**13,010**	**1,431,964**	**1,354,194**	**1,622**	**444,972**	**33**	**726,433**	**54**	**218**	**180**
IDAHO													
Boise	205.9	0830	2.64	11,739	144,557	134,503	237	51,819	39	68,352	51	106	105
Non-Metro Portion of State	820.0	3308	2.89	9,071	332,476	301,558	869	119,177	40	159,663	53	76	91
State Total	**1,025.9**	**.4138**	**2.84**	**9,606**	**477,033**	**436,061**	**1,106**	**170,996**	**39**	**228,015**	**52**	**84**	**94**
ILLINOIS													
Aurora - Elgin	359.3	1449	2.81	13,468	185,312	171,788	367	63,012	37	81,568	47	91	103
Bloomington - Normal	126.3	0510	2.73	12,889	81,954	75,369	150	29,593	39	35,605	47	114	95
Champaign - Urbana - Rantoul	173.1	0698	2.75	11,446	135,970	123,195	198	48,369	39	58,200	47	132	109
Chicago	6,203.1	2.5020	2.69	14,051	4,137,618	3,901,475	6,991	1,357,641	35	1,936,125	50	118	113
Davenport - Rock Island - Moline	369.4	1490	2.61	12,710	255,641	224,874	434	104,656	47	91,640	41	107	90
Decatur	124.7	0503	2.58	13,040	68,040	60,589	133	23,791	39	28,622	47	77	105
Joliet	386.9	1560	3.00	12,564	154,474	142,294	352	58,727	41	69,460	49	86	94
Kankakee	101.3	0408	2.76	10,694	53,247	50,611	92	19,873	39	23,907	47	90	97
Lake County	498.3	2009	2.98	16,039	257,415	241,045	560	81,804	34	128,207	53	96	93
Peoria	349.2	1408	2.64	13,810	188,474	172,511	391	73,555	43	85,701	50	91	104
Rockford	284.3	1147	2.64	12,688	168,842	153,235	341	61,885	40	75,554	49	86	93
Springfield	194.8	0785	2.44	11,865	133,850	122,616	216	48,154	39	57,927	47	114	113
Non-Metro Portion of State	2,061.5	8320	2.60	10,447	821,845	733,887	2,244	371,677	51	299,594	41	69	69
State Total	**11,674.3**	**4.7089**	**2.69**	**13,053**	**6,825,153**	**6,330,438**	**12,847**	**2,436,729**	**38**	**3,024,528**	**48**	**103**	**101**
INDIANA													
Anderson	131.2	0529	2.67	10,667	63,835	58,130	148	27,477	47	23,504	40	68	83
Bloomington	102.7	0415	2.74	10,824	62,031	58,094	136	27,462	47	23,485	40	120	79
Elkhart - Goshen	150.3	0606	2.73	10,862	83,652	79,527	192	37,592	47	32,154	40	79	86
Evansville	284.0	1146	2.59	11,601	188,833	176,367	343	90,655	51	66,936	38	102	98

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METRO REPORT

STATE Metro Name	12/31/88 Population (Thous.)	% Of U.S.	Average House-hold Size	1988 Per Capita EBI	Eating & Drinking Place Sales ($000)	Eating Place Sales ($000)	Eating Place Units	Fast Food Sales ($000)	Fast Food Market Share (%)	Restaurant Sales ($000)	Restaurant Market Share (%)	RAI	RGI
Fort Wayne	364.8	.1472	2.73	11,585	230,004	215,714	467	77,020	36	116,689	54	109	95
Gary - Hammond	624.3	.2519	2.87	10,442	383,154	361,168	720	170,747	47	151,152	42	102	88
Indianapolis	1,243.4	.5016	2.67	12,163	841,000	800,970	1,491	372,519	47	303,674	38	126	105
Kokomo	102.0	.0412	2.65	12,125	72,052	66,097	135	31,248	47	26,718	40	100	84
Lafayette - West Lafayette	123.7	.0499	2.82	11,150	79,153	73,957	149	34,960	47	29,900	40	138	97
Muncie	120.9	.0488	2.76	10,132	88,435	83,235	154	39,349	47	33,652	40	112	82
South Bend - Mishawaka	241.5	.0974	2.67	11,336	155,614	144,940	336	58,837	41	73,481	51	108	83
Terre Haute	132.7	.0535	2.68	10,676	91,245	84,779	150	40,078	47	34,275	40	107	90
Non-Metro Portion of State	1,795.6	.7240	2.75	9,758	696,917	641,941	1,968	325,657	51	246,208	38	72	76
State Total	**5,597.2**	**2.2576**	**2.73**	**10,815**	**3,101,925**	**2,907,330**	**6,568**	**1,365,843**	**47**	**1,182,455**	**41**	**98**	**89**
IOWA													
Cedar Rapids	169.1	.0682	2.52	12,759	98,354	88,959	201	38,823	44	40,384	45	90	99
Davenport - Rock Island - Moline	369.4	.1490	2.61	12,710	255,641	224,874	434	104,656	47	91,640	41	107	90
Des Moines	389.1	.1569	2.47	12,820	287,480	264,755	487	114,766	43	111,086	42	96	101
Dubuque	90.8	.0366	2.88	10,010	53,863	48,113	122	20,997	44	21,839	45	96	75
Iowa City	86.2	.0348	2.56	12,045	56,862	49,004	96	21,387	44	22,246	45	110	118
Sioux City	115.6	.0467	2.59	10,264	71,244	63,591	147	27,651	43	29,154	46	88	79
Waterloo - Cedar Falls	148.9	.0600	2.68	12,615	86,330	75,842	171	32,955	43	34,648	46	104	90
Non-Metro Portion of State	1,619.6	.6533	2.58	9,705	732,608	645,091	2,068	270,000	42	314,409	49	69	67
State Total	**2,847.4**	**1.1485**	**2.57**	**10,764**	**1,552,970**	**1,383,481**	**3,546**	**597,393**	**43**	**633,875**	**46**	**82**	**79**
KANSAS													
Kansas City	1,567.6	.6323	2.62	13,464	1,136,821	1,095,279	1,740	496,622	45	473,281	43	120	117
Lawrence	75.0	.0303	2.78	11,027	54,890	50,516	85	25,341	50	19,743	39	136	92
Topeka	163.6	.0660	2.52	13,489	115,792	109,522	226	54,947	50	42,807	39	103	92
Wichita	448.8	.1810	2.57	14,005	300,797	291,325	655	134,576	46	115,757	40	125	86
Non-Metro Portion of State	1,218.1	.4913	2.61	10,170	575,520	548,700	1,721	279,365	51	212,777	39	82	63
State Total	**2,511.3**	**1.0130**	**2.62**	**12,177**	**1,379,162**	**1,324,573**	**3,270**	**662,086**	**50**	**518,163**	**39**	**96**	**79**
KENTUCKY													
Clarksville - Hopkinsville	159.2	.0642	2.95	9,405	73,189	68,309	155	34,818	51	25,362	37	107	82
Huntington - Ashland	330.5	.1333	2.66	8,929	168,670	163,634	299	106,072	65	41,358	25	94	92
Lexington-Fayette	344.1	.1387	2.61	11,529	317,797	308,565	422	155,683	50	113,129	37	159	115
Louisville	968.3	.3905	2.67	11,343	740,332	695,040	932	372,215	54	241,771	35	128	121
Owensboro	87.9	.0355	2.66	9,840	78,433	72,489	106	40,418	56	23,989	33	127	96
Non-Metro Portion of State	2,056.1	.8295	2.79	8,343	723,881	709,616	1,501	441,283	62	213,539	30	70	102
State Total	**3,773.2**	**1.5219**	**2.74**	**9,637**	**2,103,749**	**2,016,289**	**3,257**	**1,122,615**	**56**	**683,873**	**34**	**100**	**110**
LOUISIANA													
Alexandria	139.1	.0561	2.83	8,218	52,045	50,117	130	20,873	42	17,119	34	58	92
Baton Rouge	543.2	.2191	2.88	9,773	291,783	274,264	516	146,141	53	86,139	31	74	109
Houma - Thibodaux	184.2	.0743	3.02	9,299	158,649	153,568	186	54,124	35	32,606	21	124	98
Lafayette	213.1	.0860	2.85	10,010	164,028	153,527	234	63,467	41	51,486	34	98	107
Lake Charles	172.8	.0697	2.82	9,554	77,923	73,014	153	30,409	42	24,939	34	54	103
Monroe	145.1	.0585	2.81	8,202	67,098	64,235	176	26,750	42	21,941	34	70	74
New Orleans	1,324.4	.5341	2.70	9,888	981,332	918,956	1,501	338,761	37	384,721	42	90	111
Shreveport	362.7	.1463	2.70	9,734	181,693	171,309	355	84,049	49	65,659	38	77	94
Non-Metro Portion of State	1,383.3	.5581	2.95	7,261	330,666	312,505	982	112,020	36	68,070	22	41	89
State Total	**4,467.9**	**1.8022**	**2.83**	**8,910**	**2,305,217**	**2,171,495**	**4,233**	**876,594**	**40**	**752,680**	**35**	**73**	**101**
MAINE													
Bangor	139.3	.0562	2.81	10,678	95,459	93,539	155	35,409	38	48,043	51	100	103
Lewiston - Auburn	102.0	.0411	2.65	11,143	59,871	57,655	104	21,822	38	29,612	51	72	99

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METRO REPORT

STATE Metro Name	12/31/88 Population (Thous.)	% Of U.S.	Average House-hold Size	1988 Per Capita EBI	Eating & Drinking Place Sales ($000)	Eating Place Sales ($000)	Eating Place Units	Fast Food Sales ($000)	Fast Food Market Share (%)	Restaurant Sales ($000)	Restaurant Market Share (%)	RAI	RGI
Portland	234.3	.0945	2.55	13,938	294,405	282,399	336	92,504	33	163,500	58	122	110
Non-Metro Portion of State	728.9	.2940	2.67	11,006	443,252	435,853	1,065	164,998	38	223,868	51	102	75
State Total	**1,204.5**	**.4858**	**2.66**	**11,550**	**892,987**	**869,446**	**1,660**	**314,733**	**36**	**465,023**	**53**	**104**	**86**
MARYLAND													
Baltimore	2,367.4	.9549	2.73	13,181	1,667,031	1,504,449	2,472	595,487	40	583,154	39	115	114
Cumberland	103.1	.0416	2.63	9,701	55,729	52,643	139	22,109	42	21,342	41	108	76
Hagerstown	115.8	.0467	2.75	10,560	43,595	36,791	121	14,982	41	15,144	41	65	104
Non-Metro Portion of State	331.2	.1336	2.72	11,098	255,567	242,957	460	95,240	39	129,409	53	129	93
State Total	**4,666.0**	**1.8821**	**2.74**	**14,512**	**3,302,540**	**3,076,553**	**4,981**	**1,224,148**	**40**	**1,282,444**	**42**	**110**	**112**
MASSACHUSETTS													
Boston - Lawrence - Salem - Lowell - Brockton	3,725.5	1.5027	2.65	16,774	4,208,691	3,964,222	4,973	1,022,441	26	2,094,196	53	158	117
New Bedford - Fall River - Attleboro	500.3	.2018	2.70	12,258	363,780	336,245	593	127,455	38	160,921	48	70	83
Pittsfield	142.6	.0575	2.57	13,228	108,522	99,824	237	28,469	29	60,148	60	81	77
Springfield	590.9	.2384	2.70	12,921	474,166	435,813	712	126,887	29	246,145	56	105	92
Worcester - Fitchburg - Leominster	677.6	.2733	2.71	14,215	495,897	463,656	783	121,695	26	256,124	55	127	98
Non-Metro Portion of State	271.1	.1093	2.41	14,390	378,215	356,342	696	81,770	23	254,312	71	148	66
State Total	**5,908.0**	**2.3830**	**2.65**	**15,518**	**6,029,271**	**5,656,102**	**7,994**	**1,508,717**	**27**	**3,071,846**	**54**	**137**	**105**
MICHIGAN													
Ann Arbor	273.8	.1104	2.70	12,908	202,025	191,145	351	74,240	39	92,031	48	141	118
Battle Creek	139.5	.0563	2.62	12,529	73,386	67,613	173	26,260	39	32,551	48	93	89
Benton Harbor	167.9	.0677	2.67	10,632	83,736	77,232	205	30,000	39	37,182	48	106	75
Detroit	4,396.4	1.7732	2.70	12,917	2,803,146	2,599,855	4,712	967,935	37	1,252,183	48	104	100
Flint	440.4	.1776	2.72	10,694	265,622	237,034	452	102,711	43	101,382	43	109	99
Grand Rapids	665.7	.2685	2.74	12,530	408,019	378,040	642	129,609	34	193,080	51	121	123
Jackson	150.0	.0605	2.84	11,094	60,853	55,781	143	21,667	39	26,855	48	99	97
Kalamazoo	222.1	.0896	2.66	13,371	157,306	150,357	273	59,313	39	67,158	45	162	105
Lansing - East Lansing	437.7	.1765	2.78	11,741	270,602	249,881	434	112,918	45	111,172	44	97	114
Muskegon	159.9	.0645	2.74	10,574	81,740	74,387	168	28,892	39	35,814	48	102	91
Saginaw - Bay City - Midland	408.5	.1648	2.80	10,950	254,621	232,090	386	90,103	39	113,386	49	108	106
Non-Metro Portion of State	1,873.4	.7559	2.77	9,515	708,516	622,511	2,168	246,716	40	325,995	52	69	65
State Total	**9,335.3**	**3.7655**	**2.73**	**11,855**	**5,369,572**	**4,935,926**	**10,107**	**1,890,364**	**38**	**2,388,789**	**48**	**101**	**95**
MINNESOTA													
Duluth	245.8	.0991	2.61	11,238	174,323	150,280	311	49,562	33	89,490	60	98	82
Fargo - Moorhead	150.8	.0608	2.67	11,068	114,296	100,577	197	39,509	39	53,202	53	144	93
Minneapolis - St. Paul	2,377.2	.9591	2.62	14,799	1,985,377	1,827,404	2,541	599,726	33	997,396	55	129	133
Rochester	98.9	.0399	2.65	14,048	74,791	70,546	111	23,722	34	39,273	56	102	148
St. Cloud	184.1	.0741	3.12	9,674	94,088	81,840	177	27,578	34	45,654	56	86	90
Non-Metro Portion of State	1,463.2	.5902	2.73	9,068	724,248	646,177	1,785	218,441	34	377,536	58	82	66
State Total	**4,326.8**	**1.7452**	**2.68**	**12,439**	**3,026,697**	**2,756,668**	**4,854**	**909,407**	**33**	**1,539,186**	**56**	**110**	**105**
MISSISSIPPI													
Biloxi - Gulfport	205.0	.0826	2.77	9,816	135,020	128,087	245	68,283	53	43,759	34	131	91
Jackson	402.5	.1625	2.83	10,211	171,375	169,013	402	85,936	51	59,117	35	92	108
Pascagoula	129.9	.0524	2.90	10,429	51,346	48,953	102	26,096	53	16,724	34	69	125
Non-Metro Portion of State	1,862.6	.7513	2.85	7,471	492,130	479,589	1,580	263,415	55	148,035	31	57	86
State Total	**2,667.4**	**1.0759**	**2.84**	**8,253**	**862,783**	**838,554**	**2,364**	**451,940**	**54**	**271,128**	**32**	**68**	**93**

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METRO REPORT

STATE Metro Name	12/31/88 Population (Thous.)	% Of U.S.	Average House-hold Size	Per Capita EBI	1988 Eating & Drinking Place Sales ($000)	Eating Place Sales ($000)	Eating Place Units	Fast Food Sales ($000)	Fast Food Market Share (%)	Restaurant Sales ($000)	Restaurant Market Share (%)	RAI	RGI
MISSOURI													
Columbia	111.1	0448	2.72	12,57?	60,042	57,344	142	25,543	45	23,728	41	106	87
Joplin	136.5	0550	2.61	9,667	78,007	74,992	185	33,408	45	31,032	41	97	64
Kansas City	1,567.6	6323	2.62	13,464	1,136,821	1,095,279	1,740	496,622	45	473,281	43	120	117
St. Joseph	86.1	0347	2.63	11,182	57,102	53,209	98	23,701	45	22,018	41	88	97
St. Louis	2,482.1	1.0011	2.72	12,944	1,736,568	1,623,494	2,728	741,198	46	615,635	38	117	109
Springfield	234.8	0947	2.61	10,946	156,770	147,982	284	69,701	47	54,534	37	113	106
Non-Metro Portion of State	1,792.8	.7233	2.74	8,755	628,456	595,798	2,011	280,650	47	252,846	42	72	64
State Total	**5,205.0**	**2.0995**	**2.69**	**11,545**	**3,221,763**	**3,062,135**	**6,047**	**1,358,769**	**44**	**1,253,007**	**41**	**109**	**95**
MONTANA													
Billings	117.9	0476	2.54	10,965	96,365	81,752	204	30,039	37	46,056	56	92	75
Great Falls	78.6	0317	2.57	10,592	55,226	45,837	1.7	16,838	37	25,823	56	97	68
Non-Metro Portion of State	623.4	2514	2.58	9,541	333,540	265,759	972	94,179	35	155,833	59	77	66
State Total	**819.9**	**.3307**	**2.57**	**9,846**	**485,131**	**393,348**	**1,303**	**141,056**	**36**	**227,712**	**58**	**82**	**68**
NEBRASKA													
Lincoln	210.7	0850	2.54	14,003	154,050	139,156	246	59,149	43	67,651	49	127	109
Omaha	622.8	2512	2.68	13,332	497,152	446,162	672	189,248	42	217,205	49	122	116
Non-Metro Portion of State	846.6	3414	2.62	9,434	475,889	407,533	1,108	166,602	41	202,558	50	94	68
State Total	**1,610.1**	**.6494**	**2.63**	**11,455**	**1,078,231**	**949,229**	**1,952**	**394,390**	**42**	**467,875**	**49**	**109**	**89**
NEVADA													
Las Vegas	642.0	2590	2.45	12,955	562,426	502,182	719	169,187	34	234,971	47	111	549
Reno	243.4	0982	2.33	14,341	179,259	166,198	291	57,219	34	92,615	56	98	399
Non-Metro Portion of State	184.3	0743	2.50	12,303	108,479	93,475	212	31,962	34	47,562	51	83	347
State Total	**1,069.7**	**.4315**	**2.43**	**13,158**	**850,164**	**761,855**	**1,222**	**258,368**	**34**	**375,148**	**49**	**104**	**478**
NEW HAMPSHIRE													
Manchester - Nashua	333.1	1343	2.70	16,611	286,416	281,129	420	85,527	30	159,255	57	105	116
Portsmouth - Dover - Rochester	336.9	1359	2.72	15,114	283,433	275,600	460	79,000	29	164,417	60	94	88
Non-Metro Portion of State	421.5	1700	2.62	12,994	324,671	320,354	621	91,826	29	191,100	60	80	90
State Total	**1,091.5**	**.4402**	**2.67**	**14,752**	**894,520**	**877,083**	**1,501**	**256,353**	**29**	**514,772**	**59**	**91**	**97**
NEW JERSEY													
Atlantic City	312.4	1260	2.52	12,701	356,244	315,800	693	95,817	30	176,867	56	123	423
Bergen - Passaic	1,295.7	5226	2.68	18,897	1,006,772	923,501	1,484	234,001	25	476,208	52	84	109
Jersey City	546.5	2204	2.57	12,408	240,343	196,662	501	65,191	33	98,856	50	51	109
Middlesex - Somerset - Hunterdon	978.6	3948	2.81	19,345	626,920	541,140	1,021	159,395	29	287,912	53	69	120
Monmouth - Ocean	987.0	.3982	2.63	17,129	635,613	554,298	1,178	171,654	31	314,803	57	73	82
Newark	1,902.7	7673	2.74	17,023	1,151,803	1,015,517	2,024	279,890	28	466,716	46	76	115
Trenton	327.9	1323	2.74	18,048	231,775	204,656	385	59,532	29	102,609	50	79	113
Vineland - Millville - Bridgeton	139.8	0564	2.86	11,786	51,678	44,332	126	13,304	30	22,615	51	43	100
State Total	**7,764.2**	**3.1318**	**2.71**	**16,590**	**4,983,494**	**4,405,991**	**8,562**	**1,305,661**	**30**	**2,242,368**	**51**	**77**	**134**
NEW MEXICO													
Albuquerque	497.0	2004	2.59	10,640	403,740	383,422	667	156,417	41	172,838	45	148	95
Las Cruces	130.5	0527	2.91	8,003	57,004	53,921	134	23,186	43	24,438	45	113	78
Santa Fe	112.4	0454	2.60	12,762	98,970	95,665	170	43,369	45	43,670	46	177	99
Non-Metro Portion of State	798.0	3218	2.91	8,039	351,204	320,072	935	142,718	45	147,911	46	82	72
State Total	**1,537.9**	**.6203**	**2.78**	**9,232**	**910,918**	**853,080**	**1,906**	**365,690**	**43**	**388,857**	**46**	**114**	**83**

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METRO REPORT

STATE Metro Name	12/31/88 Population (Thous.)	% Of U.S.	Average House-hold Size	1988 Per Capita EBI	Eating & Drinking Place Sales ($000)	Eating Place Sales ($000)	Units	Fast Food Sales ($000)	Market Share (%)	Restaurant Sales ($000)	Market Share (%)	RAI	RGI
NEW YORK													
Albany - Schenectady - Troy	857.7	.3460	2.64	13,048	480,370	442,104	1,111	143,996	33	240,795	54	67	89
Binghamton	265.8	.1072	2.69	12,381	137,468	123,457	283	43,834	36	68,034	55	70	104
Buffalo	966.1	.3897	2.68	11,678	632,758	565,961	1,289	169,910	34	264,571	47	80	79
Elmira	93.8	.0379	2.73	10,383	52,679	47,646	94	12,867	27	24,461	51	86	97
Glens Falls	114.8	.0463	2.83	10,503	70,660	65,436	230	17,668	27	33,596	51	67	67
Jamestown - Dunkirk	144.5	.0582	2.68	10,284	76,209	65,116	196	23,683	36	32,374	50	71	74
Nassau - Suffolk	2,669.2	1.0766	3.04	17,339	1,817,363	1,698,082	3,342	468,200	28	828,665	49	76	86
New York	8,576.9	3.4595	2.48	14,095	6,872,403	6,519,008	10,013	1,462,583	22	3,524,859	54	138	112
Niagara Falls	217.7	.0878	2.69	10,968	102,990	93,496	305	32,614	35	40,351	43	68	74
Orange County	290.7	.1173	2.99	12,285	118,613	110,128	336	38,935	35	57,627	52	46	78
Poughkeepsie	262.2	.1058	2.91	13,899	129,369	119,206	302	32,193	27	61,202	51	60	97
Rochester	993.3	.4006	2.69	13,468	639,029	593,106	1,152	185,243	31	305,381	51	84	101
Syracuse	651.4	.2627	2.75	12,340	399,996	359,564	808	115,345	32	186,073	52	76	93
Utica - Rome	321.4	.1296	2.77	10,519	153,587	142,998	419	45,843	32	70,235	49	68	70
Non-Metro Portion of State	1,603.9	.6471	2.82	10,243	731,544	655,377	1,972	238,632	36	326,155	50	68	83
State Total	**18,029.4**	**7.2723**	**2.65**	**13,724**	**12,415,038**	**11,600,685**	**21,852**	**3,051,546**	**26**	**6,066,379**	**52**	**99**	**98**
NORTH CAROLINA													
Asheville	173.2	.0698	2.48	10,831	128,234	124,907	235	65,805	53	44,909	36	98	99
Burlington	104.5	.0421	2.57	10,967	81,177	80,462	134	42,384	53	28,926	36	103	90
Charlotte - Gastonia - Rock Hill	1,113.1	.4489	2.64	12,001	661,987	647,856	1,267	351,921	54	226,286	35	84	110
Fayetteville	268.0	.1081	3.05	9,686	150,902	144,392	265	76,067	53	51,915	36	103	101
Greensboro - Winston-Salem - High Point	932.7	.3762	2.58	12,135	648,525	637,970	1,100	299,946	47	220,172	35	115	102
Hickory	224.4	.0906	2.66	11,294	120,477	119,333	283	63,741	53	42,905	36	85	93
Jacksonville	129.1	.0521	3.32	8,291	59,274	52,261	143	27,531	53	18,789	36	101	64
Raleigh - Durham	688.0	.2776	2.59	13,499	461,281	450,539	921	219,370	49	167,322	37	113	101
Wilmington	118.9	.0479	2.56	10,571	102,510	100,085	180	52,729	53	35,982	36	118	81
Non-Metro Portion of State	2,929.4	1.1816	2.71	9,235	1,215,536	1,197,893	3,049	668,697	56	431,413	36	75	88
State Total	**6,554.1**	**2.6436**	**2.67**	**10,704**	**3,562,707**	**3,490,086**	**7,461**	**1,834,557**	**53**	**1,245,866**	**36**	**90**	**95**
NORTH DAKOTA													
Bismarck	89.9	.0363	2.76	10,528	62,265	57,543	87	23,797	41	29,849	52	116	145
Fargo - Moorhead	150.8	.0608	2.67	11,068	114,296	100,577	197	39,509	39	53,202	53	144	93
Grand Forks	70.6	.0285	2.87	12,321	36,760	31,397	84	12,985	41	16,287	52	113	98
Non-Metro Portion of State	423.9	.1709	2.77	9,447	203,990	164,003	556	61,831	38	89,279	54	73	63
State Total	**686.3**	**.2768**	**2.75**	**10,200**	**385,045**	**326,554**	**874**	**129,054**	**40**	**173,605**	**53**	**96**	**80**
OHIO													
Akron	649.5	.2621	2.64	11,615	383,665	358,869	763	139,617	39	187,843	52	94	87
Canton	403.9	.1629	2.71	10,670	213,371	198,878	510	85,501	43	100,056	50	85	76
Cincinnati	1,442.7	.5816	2.64	12,482	1,031,541	953,804	1,694	388,051	41	433,554	45	105	106
Cleveland	1,853.9	.7477	2.56	12,592	1,257,562	1,161,556	2,052	439,436	38	563,081	48	105	101
Columbus	1,334.9	.5383	2.58	11,944	880,500	824,809	1,614	391,137	47	335,214	41	108	103
Dayton - Springfield	940.0	.3791	2.57	12,213	536,830	500,881	1,094	246,507	49	193,437	39	91	93
Hamilton - Middletown	280.1	.1130	2.77	10,803	131,960	121,477	269	53,679	44	53,270	44	93	89
Lima	158.7	.0640	2.74	10,734	92,442	87,202	213	38,532	44	38,233	44	104	76
Lorain - Elyria	273.4	.1103	2.81	11,892	107,401	95,583	267	42,235	44	41,915	44	65	93
Mansfield	129.1	.0521	2.64	10,894	59,143	54,554	170	24,107	44	23,921	44	84	75
Parkersburg - Marietta	157.6	.0636	2.72	9,883	87,906	81,323	160	41,216	51	30,784	38	102	96
Steubenville - Weirton	151.0	.0609	2.65	10,146	67,023	60,288	159	30,154	50	23,184	38	68	85
Toledo	615.6	.2484	2.63	11,850	439,969	407,998	752	154,761	38	199,779	49	101	89
Youngstown - Warren	508.4	.2051	2.66	11,069	257,265	234,236	576	109,940	47	95,799	41	92	79
Non-Metro Portion of State	2,328.8	.9393	2.74	9,861	800,690	753,300	2,530	345,992	46	296,173	39	73	73
State Total	**10,896.1**	**4.3950**	**2.64**	**11,497**	**6,069,290**	**5,633,056**	**12,460**	**2,406,099**	**43**	**2,512,166**	**45**	**94**	**90**

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METRO REPORT

STATE Metro Name	12/31/88 Population (Thous.)	% Of U.S.	Average House-hold Size	Per Capita EBI	1988 Eating & Drinking Place Sales ($000)	Eating Place Sales ($000)	Units	Fast Food Sales ($000)	Market Share (%)	Restaurant Sales ($000)	Market Share (%)	RAI	RGI
OKLAHOMA													
Enid	61.1	.0247	2.57	9,983	35,278	33,810	95	16,444	49	11,903	35	92	59
Lawton	119.1	.0480	3.05	8,759	57,666	54,804	129	26,654	49	19,297	35	82	76
Oklahoma City	983.8	.3968	2.61	10,236	747,918	726,833	1,618	335,865	46	269,794	37	114	67
Tulsa	747.4	.3015	2.59	10,141	428,625	417,748	979	204,759	49	140,664	34	99	81
Non-Metro Portion of State	1,369.5	.5524	2.66	7,923	468,931	460,605	1,606	231,270	50	160,695	35	61	61
State Total	**3,317.5**	**1.3381**	**2.64**	**9,153**	**1,742,017**	**1,697,350**	**4,460**	**816,720**	**48**	**603,600**	**36**	**88**	**68**
OREGON													
Eugene - Springfield	268.1	.1082	2.51	10,645	175,118	163,645	393	75,063	46	76,613	47	111	77
Medford	144.2	.0582	2.61	9,615	77,063	71,452	202	26,562	37	37,792	53	103	62
Portland	1,179.3	.4756	2.51	13,168	988,290	910,298	1,641	306,995	34	499,870	55	138	96
Salem	268.5	.1083	2.66	9,911	147,434	136,801	346	56,639	41	62,951	46	119	65
Non-Metro Portion of State	895.5	.3612	2.62	9,592	527,075	490,157	1,382	190,936	39	263,114	54	92	62
State Total	**2,755.6**	**1.1115**	**2.56**	**11,257**	**1,914,980**	**1,772,353**	**3,964**	**656,195**	**37**	**940,340**	**53**	**117**	**78**
PENNSYLVANIA													
Allentown - Bethlehem	674.3	.2720	2.59	13,038	402,057	375,399	781	128,418	34	170,070	45	90	92
Altoona	133.2	.0538	2.63	10,100	59,563	54,632	157	19,781	36	25,789	47	66	77
Beaver County	192.0	.0775	2.69	11,175	63,258	53,373	174	23,647	44	24,330	46	41	93
Erie	282.8	.1141	2.71	11,778	168,356	152,034	303	65,737	43	67,195	44	95	101
Harrisburg - Lebanon - Carlisle	588.4	.2372	2.59	13,156	393,630	360,327	661	138,038	38	167,576	47	76	119
Johnstown	254.8	.1028	2.73	8,610	78,141	68,827	224	32,521	47	31,240	45	52	83
Lancaster	407.2	.1643	2.73	12,396	246,410	229,660	426	77,771	34	136,246	59	82	117
Philadelphia	4,909.7	1.9806	2.69	14,000	3,306,048	2,971,397	4,853	1,002,273	34	1,371,057	46	91	115
Pittsburgh	2,109.1	.8507	2.54	12,093	1,335,433	1,206,081	2,335	406,088	34	595,316	49	91	95
Reading	329.4	.1328	2.56	12,601	228,216	211,480	399	80,062	38	114,052	54	97	90
Scranton - Wilkes-Barre	736.4	.2970	2.60	10,831	412,041	383,237	883	135,827	35	170,650	45	81	94
Sharon	124.7	.0502	2.70	10,893	56,860	50,961	138	18,453	36	24,059	47	87	78
State College	118.0	.0476	2.93	9,754	72,866	70,118	142	25,386	36	33,104	47	115	81
Williamsport	118.5	.0478	2.67	10,648	55,405	48,106	143	17,418	36	22,711	47	63	85
York	406.4	.1640	2.63	12,303	202,459	186,341	435	72,706	39	87,914	47	82	103
Non-Metro Portion of State	1,867.7	.7533	2.69	9,985	700,038	633,569	1,942	246,900	39	269,556	43	68	66
State Total	**12,045.8**	**4.8588**	**2.63**	**12,180**	**7,120,679**	**6,464,708**	**12,894**	**2,273,052**	**35**	**3,024,379**	**47**	**85**	**98**
RHODE ISLAND													
Providence - Pawtucket - Woonsocket	908.7	.3665	2.71	12,836	671,378	618,108	1,195	194,265	31	338,726	55	108	85
Non-Metro Portion of State	86.6	.0349	2.79	14,594	119,958	112,796	151	30,456	27	67,362	60	240	91
State Total	**995.3**	**.4014**	**2.72**	**12,989**	**791,336**	**730,904**	**1,346**	**224,721**	**31**	**406,088**	**56**	**118**	**86**
SOUTH CAROLINA													
Anderson	146.7	.0591	2.63	9,719	60,612	60,420	155	30,881	51	20,956	35	81	89
Charleston	513.6	.2071	2.91	9,554	324,148	312,082	476	147,716	47	97,164	31	105	126
Charlotte - Gastonia - Rock Hill	1,113.1	.4489	2.64	12,001	661,987	647,856	1,267	351,821	54	226,286	35	84	110
Columbia	465.8	.1879	2.74	11,905	270,388	264,794	520	140,380	53	86,500	33	108	104
Florence	121.7	.0491	2.84	9,548	54,780	54,233	128	27,721	51	18,806	35	79	110
Greenville - Spartanburg	625.4	.2523	2.64	10,331	352,477	345,744	764	193,071	56	110,068	32	85	91
Non-Metro Portion of State	1,388.8	.5602	2.80	8,835	638,984	618,259	1,382	277,576	45	254,907	41	80	109
State Total	**3,511.0**	**1.4162**	**2.77**	**9,779**	**1,810,309**	**1,762,394**	**3,629**	**872,656**	**50**	**622,351**	**35**	**87**	**106**
SOUTH DAKOTA													
Rapid City	79.9	.0323	2.59	11,904	65,449	61,132	128	20,397	33	35,141	57	118	84
Sioux Falls	127.8	.0516	2.53	13,080	88,940	78,888	142	27,881	35	44,336	56	105	120

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METRO REPORT

STATE Metro Name	12/31/88 Population (Thous.)	% Of U.S.	Average House-hold Size	1988 Per Capita EBI	Eating & Drinking Place Sales ($000)	Eating Place Sales ($000)	Eating Place Units	Fast Food Sales ($000)	Fast Food Market Share (%)	Restaurant Sales ($000)	Restaurant Market Share (%)	RAI	RGI
Non-Metro Portion of State	514.8	2075	2.73	8,876	254,783	215,210	705	72,808	34	125,140	58	86	62
State Total	722.5	.2914	2.68	9,954	409,172	355,230	975	121,086	34	204,617	58	94	73
TENNESSEE													
Chattanooga	437.4	1765	2.63	10,439	229,918	225,429	505	114,430	51	89,314	40	84	91
Clarksville - Hopkinsville	159.2	0642	2.95	9,405	73,189	68,309	155	34,818	51	25,362	37	107	82
Jackson	78.5	0316	2.62	10,424	42,706	41,204	86	20,558	50	16,726	41	96	99
Johnson City - Kingsport - Bristol	451.4	1821	2.64	10,229	191,702	188,775	412	111,054	59	50,426	27	83	100
Knoxville	605.7	2443	2.55	11,039	498,987	484,492	805	223,235	46	201,730	42	120	104
Memphis	981.2	3956	2.75	10,596	536,506	523,221	996	269,237	51	178,311	34	109	122
Nashville	985.0	3973	2.64	12,518	574,053	562,046	1,142	230,806	41	258,900	46	118	113
Non-Metro Portion of State	1,637.6	6606	2.70	9,079	423,477	413,535	1,466	207,504	50	168,620	41	59	85
State Total	4,948.2	1.9959	2.66	10,559	2,433,207	2,371,730	5,275	1,130,230	48	951,640	40	99	102
TEXAS													
Abilene	124.9	0504	2.76	9,850	90,228	85,689	157	37,563	44	33,716	39	87	74
Amarillo	197.0	0795	2.63	11,635	128,517	120,910	303	53,003	44	47,574	39	95	71
Austin	746.1	3009	2.60	12,118	526,534	485,237	1,076	210,014	43	207,899	43	100	87
Beaumont - Port Arthur	379.0	1529	2.78	11,243	192,673	177,417	362	77,947	44	71,467	40	69	105
Brazoria	196.8	0794	3.06	12,577	68,325	65,538	179	35,228	54	22,018	34	47	113

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STATE Metro Name	12/31/88 Population (Thous.)	% Of U.S.	Average House-hold Size	Per Capita EBI	1988 Eating & Drinking Place Sales ($000)	Eating Place Sales ($000)	Units	Fast Food Sales ($000)	Market Share (%)	Restaurant Sales ($000)	Market Share (%)	RAI	RGI
Brownsville - Harlingen	262.9	1061	3.46	6,792	137,653	129,215	241	56,644	44	50,841	39	78	87
Bryan - College Station	124.9	0504	2.73	10,762	104,435	96,271	158	42,203	44	37,878	39	106	68
Corpus Christi	362.1	1461	3.01	9,220	233,705	210,963	463	99,228	47	85,769	41	86	81
Dallas	2,476.2	9987	2.65	13,503	1,873,834	1,773,977	3,274	711,509	40	727,232	41	102	120
El Paso	579.7	2338	3.33	7,910	273,331	242,860	514	111,494	46	89,832	37	96	99
Fort Worth - Arlington	1,277.8	5153	2.70	12,420	848,556	797,326	1,522	363,752	46	298,518	37	90	99
Galveston - Texas City	214.8	0867	2.74	11,915	143,602	137,142	244	60,121	44	53,960	39	77	103
Houston	3,197.1	1.2896	2.72	12,404	2,326,480	2,176,295	3,590	839,077	39	930,716	43	99	119
Killeen - Tempie	248.9	1004	3.04	9,754	115,168	113,211	221	49,627	44	44,542	39	83	85
Laredo	122.6	0495	3.73	5,664	70,696	69,128	95	30,305	44	27,196	39	59	108
Longview - Marshall	169.1	0683	2.75	10,178	104,535	99,714	241	43,706	44	39,233	39	76	65
Lubbock	224.5	0906	2.80	9,920	136,313	127,804	291	56,627	44	47,882	37	89	83
McAllen - Edinburg - Mission	376.6	1519	3.62	5,724	137,101	129,446	287	54,093	42	43,564	34	61	84
Midland	112.5	0453	2.72	13,944	94,067	87,054	130	38,162	44	34,253	39	78	93
Odessa	127.3	0513	2.75	12,008	129,699	116,984	165	51,280	44	46,031	39	89	81
San Angelo	98.8	0399	2.73	10,971	71,143	67,551	123	29,613	44	26,580	39	88	72
San Antonio	1,298.2	5237	2.94	9,973	775,911	722,302	1,590	300,393	42	264,431	37	79	87
Sherman - Denison	98.5	0397	2.59	11,197	47,295	46,006	134	20,168	44	18,100	39	85	61
Texarkana	122.3	0493	2.71	9,239	58,004	56,487	138	26,757	47	21,240	38	73	76
Tyler	154.9	0625	2.72	11,242	62,664	62,523	195	27,409	44	24,600	39	68	62
Victoria	76.4	0308	2.93	9,978	42,879	38,092	93	16,698	44	14,986	39	66	69
Waco	192.3	0775	2.72	9,518	101,126	94,545	226	41,444	44	37,201	39	82	81

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METRO REPORT

STATE Metro Name	12/31/88 Population (Thous.)	% Of U.S.	Average Household Size	Per Capita EBI	1988 Eating & Drinking Place Sales ($000)	Eating Place Sales ($000)	Eating Place Units	Fast Food Sales ($000)	Fast Food Market Share (%)	Restaurant Sales ($000)	Restaurant Market Share (%)	RAI	RGI
Wichita Falls	126.2	0509	2.73	10,038	94,906	89,834	171	39,380	44	35,345	39	108	78
Non-Metro Portion of State	3,269.8	1.3187	2.81	8,686	1,011,882	977,911	3,488	521,854	53	371,579	38	49	59
State Total	16,918.9	6.8243	2.80	10,881	9,984,461	9,381,920	19,617	4,036,500	43	3,749,060	40	83	93
UTAH													
Provo - Orem	250.0	1008	3.68	6,954	80,677	78,866	202	36,000	46	35,651	45	79	97
Salt Lake City - Ogden	1,068.5	4309	3.08	9,761	611,380	593,086	1,060	268,745	45	257,634	43	97	113
Non-Metro Portion of State	400.8	1618	3.30	8,052	145,312	140,481	482	57,510	41	77,229	55	82	77
State Total	1,719.3	.6935	3.21	8,955	837,369	812,433	1,744	362,255	45	370,514	46	92	101
VERMONT													
Burlington	135.1	0545	2.72	13,413	130,905	124,895	172	33,771	27	72,744	58	117	125
Non-Metro Portion of State	421.7	1701	2.61	11,038	329,352	305,335	635	82,838	27	178,332	58	101	88
State Total	556.8	.2246	2.64	11,615	460,257	430,230	807	116,609	27	251,076	58	106	95
VIRGINIA													
Charlottesville	126.1	0508	2.62	12,992	34,541	82,888	172	37,139	45	33,627	41	83	102

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Non-Dairy Creamer
100% Cholesterol Free
No Tropical Oils

RICH'S

Coffee Rich®

For That Richer Taste.

RICH'S Creamers

METRO REPORT

STATE Metro Name	12/31/88 Population (Thous.)	% Of U.S.	Average House-hold Size	1988 Per Capita EBI	Eating & Drinking Place Sales ($000)	Eating Place Sales ($000)	Eating Place Units	Fast Food Sales ($000)	Fast Food Market Share (%)	Restaurant Sales ($000)	Restaurant Market Share (%)	RAI	RGI
Danville	111.3	.0449	2.75	10,399	54,301	53,587	133	23,989	45	21,735	41	89	85
Lynchburg	148.8	.0601	2.87	11,282	88,261	87,341	152	39,116	45	35,422	41	89	108
Norfolk - Virginia Beach - Newport News	1,372.3	.5535	2.92	11,887	872,812	853,125	1,590	383,979	45	375,125	44	118	106
Richmond - Petersburg	843.4	.3403	2.74	13,384	542,736	535,043	1,026	259,357	48	207,326	39	91	106
Roanoke	230.5	.0930	2.59	12,162	153,110	149,280	312	66,922	45	60,624	41	97	95
Non-Metro Portion of State	1,720.2	.6937	2.88	10,053	659,973	652,525	1,628	327,940	50	221,450	34	68	108
State Total	**6,047.2**	**2.4392**	**2.79**	**13,438**	**3,694,471**	**3,641,427**	**6,683**	**1,587,723**	**44**	**1,496,797**	**41**	**96**	**112**
WASHINGTON													
Bellingham	118.6	.0478	2.57	10,815	87,865	80,552	179	27,416	34	44,414	55	106	70
Bremerton	180.5	.0728	2.66	12,073	101,635	89,117	152	30,328	34	49,138	55	99	101
Olympia	156.1	.0629	2.53	12,573	94,397	88,599	177	30,154	34	48,852	55	79	85
Richland - Kennewick - Pasco	150.7	.0608	2.74	13,706	79,566	71,707	166	24,404	34	39,535	55	78	107
Seattle	1,842.5	.7432	2.46	16,337	1,797,185	1,692,981	2,589	511,680	30	911,824	54	129	103
Spokane	357.3	.1442	2.52	10,731	245,650	230,700	457	90,401	39	118,412	51	100	84
Tacoma	555.9	.2242	2.64	10,572	355,495	328,753	545	124,788	38	183,354	56	108	90
Vancouver	216.6	.0874	2.66	11,928	123,890	110,760	219	46,579	42	57,710	52	102	93
Yakima	186.4	.0752	2.67	9,850	101,371	92,495	209	31,479	34	51,002	55	85	82
Non-Metro Portion of State	865.6	.3491	2.55	11,133	494,067	443,582	1,190	159,869	36	270,741	61	79	69
State Total	**4,630.2**	**1.8676**	**2.54**	**13,252**	**3,481,121**	**3,229,246**	**5,883**	**1,077,098**	**33**	**1,774,982**	**55**	**108**	**91**
WEST VIRGINIA													
Charleston	266.2	.1074	2.50	10,718	139,762	135,064	293	73,082	54	46,853	35	80	93
Huntington - Ashland	330.5	.1333	2.66	8,929	168,670	163,634	299	106,072	65	41,358	25	94	92
Parkersburg - Marietta	157.6	.0636	2.62	9,883	87,906	81,323	160	41,216	51	30,784	38	102	96
Steubenville - Weirton	151.0	.0609	2.65	10,146	67,023	60,288	159	30,154	50	23,184	38	68	85
Wheeling	175.5	.0708	2.55	9,800	83,658	76,055	182	38,037	50	29,252	38	75	81
Non-Metro Portion of State	1,220.7	.4924	2.68	8,062	382,645	369,616	1,017	207,082	56	126,027	34	56	91
State Total	**1,919.7**	**.7743**	**2.63**	**8,744**	**777,724**	**745,326**	**1,756**	**421,678**	**57**	**246,241**	**33**	**69**	**92**
WISCONSIN													
Appleton - Oshkosh - Neenah	313.5	.1265	2.70	12,178	180,205	154,475	358	58,467	38	75,216	49	96	102
Eau Claire	139.7	.0563	2.75	10,560	90,585	75,073	166	26,216	35	42,289	56	90	85
Green Bay	191.9	.0774	2.67	11,583	132,589	116,820	222	40,698	35	65,669	56	118	101
Janesville - Beloit	138.1	.0557	2.66	12,196	91,630	76,226	182	26,553	35	42,849	56	80	75
Kenosha	121.9	.0492	2.74	14,979	94,462	77,623	122	27,045	35	43,628	56	90	103
La Crosse	96.2	.0388	2.66	11,781	66,114	56,304	136	19,514	35	31,651	56	100	93
Madison	352.0	.1420	2.49	13,416	312,878	272,965	445	101,566	37	158,795	58	120	113
Milwaukee	1,401.3	.5651	2.61	13,285	950,447	835,738	1,608	295,591	35	446,906	53	82	105
Racine	176.1	.0711	2.72	12,578	97,541	85,517	196	29,791	35	48,071	56	79	91
Sheboygan	103.3	.0417	2.69	12,491	52,892	44,975	110	15,672	35	25,278	56	81	99
Wausau	113.3	.0457	2.74	10,774	44,767	39,221	122	13,665	35	22,041	56	60	86
Non-Metro Portion of State	1,631.0	.6578	2.70	10,061	853,941	711,404	2,141	210,357	30	452,208	64	77	68
State Total	**4,869.6**	**1.9642**	**2.66**	**11,846**	**3,026,447**	**2,592,286**	**5,929**	**883,945**	**34**	**1,479,776**	**57**	**86**	**89**
WYOMING													
Casper	66.4	.0268	2.59	10,542	44,695	40,432	85	16,196	40	20,226	50	87	105
Cheyenne	75.1	.0303	2.51	9,424	62,325	57,458	94	22,190	39	28,401	49	148	102
Non-Metro Portion of State	348.6	.1406	2.69	9,533	200,898	166,063	467	64,932	39	83,062	50	95	96
State Total	**490.1**	**.1977**	**2.65**	**9,653**	**307,918**	**263,953**	**646**	**103,318**	**39**	**131,689**	**50**	**102**	**98**
United States Total	**247,920.3**	**100.0000**	**2.69**	**12,359**	**159,688,617**	**149,557,397**	**289,477**	**56,908,639**	**38**	**70,918,274**	**47**	**100**	**100**

ADI SALES 1988

This section covers the 212 Areas of Dominant Influence of a TV signal.

ADI Name	12/31/88 Population (Thous.)	% Of U.S.	Average House-hold Size	Per Capita EBI	1988 Eating & Drinking Place Sales ($000)	Eating Place Sales ($000)	Eating Place Units	Fast Food Sales ($000)	Fast Food Market Share (%)	Restaurant Sales ($000)	Restaurant Market Share (%)	RAI	RGI
Abilene - Sweetwater	310.7	.1255	2.68	9,279	158,526	151,060	389	72,002	48	58,659	39	68	59
Albany, Ga.	401.2	.1620	2.90	8,456	167,361	162,561	372	91,379	56	54,346	33	73	99
Albany - Schenectady - Troy	1,307.5	.5274	2.65	12,490	746,639	688,259	1,825	216,288	31	377,819	55	69	83
Albuquerque	1,448.4	.5840	2.80	9,167	842,135	790,513	1,759	333,964	42	365,204	46	112	86
Alexandria, La.	261.4	.1053	2.95	7,338	76,667	72,774	194	28,877	40	21,961	30	55	93
Alpena	42.1	.0169	2.65	9,750	14,740	11,643	55	4,542	39	6,251	54	61	60
Amarillo	499.9	.2017	2.70	9,984	253,132	239,366	712	112,880	47	95,305	40	70	62
Anniston	125.3	.0505	2.77	8,855	34,484	33,839	102	19,164	57	10,006	30	79	100
Ardmore - Ada	196.4	.0792	2.65	7,119	65,299	64,086	221	32,233	50	22,389	35	67	62
Atlanta	3,640.2	1.4682	2.70	12,708	2,722,449	2,609,599	4,517	1,249,001	48	958,737	37	120	108
Augusta	592.7	.2392	2.35	9,564	216,284	209,109	476	112,360	54	61,361	29	70	115
Austin, Tex.	911.3	.3676	2.61	11,569	605,057	559,614	1,301	249,610	45	236,130	42	94	80
Bakersfield	519.4	.2095	2.83	12,297	316,108	301,030	576	130,153	43	148,930	49	88	89
Baltimore	2,539.8	1.0244	2.73	13,052	1,751,656	1,583,977	2,665	628,688	40	624,136	39	113	112
Bangor	318.0	.1283	2.72	10,118	192,114	189,285	440	71,674	38	97,235	51	90	74
Baton Rouge	752.7	.3037	2.96	9,236	350,472	328,286	647	165,618	50	97,822	30	67	112
Beaumont - Port Arthur	457.6	.1845	2.77	10,809	203,815	188,559	418	83,958	45	75,740	40	63	101
Bend	71.4	.0288	2.63	9,492	40,908	38,756	119	15,080	39	20,786	54	97	64
Billings - Hardin	222.1	.0894	2.57	9,865	143,611	119,047	342	43,766	37	67,000	56	84	78
Biloxi - Gulfport - Pascagoula	182.9	.0737	2.78	9,868	128,210	122,231	228	65,206	53	41,786	34	146	91
Binghamton	434.3	.1751	2.71	11,479	196,123	176,190	442	63,368	36	93,170	53	63	97
Birmingham	1,380.5	.5569	2.64	9,665	561,093	545,691	1,245	296,482	54	167,604	31	84	97
Bluefield - Beckley - Oak Hill	412.2	.1662	2.73	7,968	125,191	123,274	312	67,919	55	41,832	34	54	104
Boise	428.0	.1728	2.73	10,017	236,263	216,282	503	84,056	39	111,771	52	97	100
Boston	5,582.5	2.2516	2.65	16,094	5,822,531	5,510,596	7,610	1,438,345	26	3,028,362	55	142	108
Bowling Green	120.5	.0486	2.76	8,516	74,647	71,411	104	44,285	62	21,438	30	115	109
Bristol - Kingsport - Johnson City	774.1	.3124	2.74	9,762	270,090	265,502	628	150,493	57	77,579	29	70	106
Buffalo	1,678.1	.6769	2.72	11,066	956,123	854,520	2,173	293,891	34	400,743	47	76	77
Burlington - Plattsburgh	722.0	.2912	2.72	11,061	515,392	480,337	975	137,937	29	275,122	57	89	94
Butte	127.8	.0515	2.58	9,677	82,737	65,320	214	23,125	35	38,275	59	92	70
Casper - Riverton	115.1	.0465	2.70	9,668	64,796	58,359	151	23,240	40	29,235	50	82	91
Cedar Rapids - Waterloo - Dubuque	819.8	.3307	2.66	10,886	423,255	371,817	979	158,087	43	175,261	47	88	81
Charleston, S.C.	638.9	.2576	2.91	9,105	383,581	371,391	561	174,286	47	121,575	33	99	126
Charleston - Huntington	1,414.0	.5705	2.72	8,682	542,071	521,347	1,230	296,159	57	168,199	32	74	89
Charlotte	1,920.7	.7746	2.67	11,195	1,009,883	991,627	2,157	537,145	54	351,776	35	79	103
Charlottesville	105.0	.0423	2.58	13,394	83,268	81,615	163	36,547	45	33,102	41	90	99
Chattanooga	786.4	.3174	2.68	9,864	356,579	350,948	844	183,221	52	135,099	38	72	92
Cheyenne - Scottsbluff	113.0	.0456	2.56	9,457	88,860	81,709	149	31,989	39	40,337	49	117	89
Chicago	8,578.5	3.4600	2.74	13,613	5,339,621	5,018,541	9,570	1,828,149	36	2,449,528	49	111	107
Chico - Redding	401.5	1620	2.57	10,758	237,080	222,525	542	80,317	36	121,628	55	79	70
Cincinnati	1,988.9	.8022	2.67	11,745	1,228,949	1,136,741	2,235	474,226	42	508,860	45	98	98
Clarksburg - Weston	290.7	1171	2.60	8,150	111,000	106,460	306	59,704	56	36,327	34	63	73
Cleveland	3,815.8	1.5391	2.63	11,819	2,218,580	2,052,842	4,332	815,433	40	987,578	48	94	91
Colorado Springs - Pueblo	626.9	.2527	2.65	10,103	358,206	329,476	767	130,398	40	151,506	46	104	84
Columbia, S.C.	829.7	.3346	2.79	10,317	380,074	373,150	800	189,144	51	131,272	35	93	105
Columbia - Jefferson City	370.6	1497	2.78	10,582	165,489	156,848	418	72,379	46	65,941	42	88	81
Columbus, Ga.	514.1	2074	2.79	9,251	199,740	192,766	479	107,959	56	62,589	32	86	90
Columbus - Tupelo	459.5	1852	2.80	7,599	102,301	98,920	391	54,775	55	30,534	31	46	86
Columbus, Ohio	1,791.2	.7224	2.62	11,240	1,020,691	959,274	2,041	453,381	47	387,316	40	100	98
Corpus Christi	526.6	2126	3.03	8,738	307,497	282,194	651	137,220	49	112,860	40	76	76

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ADI REPORT

ADI Name	12/31/88 Population (Thous.)	% Of U.S.	Average Household Size	Per Capita EBI	1988 Eating & Drinking Place Sales ($000)	Eating Place Sales ($000)	Eating Place Units	Fast Food Sales ($000)	Fast Food Market Share (%)	Restaurant Sales ($000)	Restaurant Market Share (%)	RAI	RGI
Dallas - Ft. Worth	4,510.1	1.8190	2.66	12,562	2,969,494	2,810,857	5,585	1,199,334	43	1,116,962	40	92	106
Davenport - Rock Island - Moline	830.1	.3348	2.61	11,538	463,644	406,731	1,012	188,652	46	173,025	43	90	78
Dayton	1,316.5	.5309	2.62	11,747	673,797	631,646	1,522	309,993	49	243,715	39	88	88
Denver	2,661.6	1.0739	2.54	12,437	2,046,617	1,911,143	3,815	594,295	31	1,042,871	55	115	93
Des Moines	967.3	.3901	2.52	11,138	565,632	514,876	1,214	219,459	43	232,874	45	81	83
Detroit	4,670.2	1.8836	2.70	12,916	3,005,171	2,791,000	5,063	1,042,175	37	1,344,214	48	106	101
Dothan	286.8	.1156	2.75	8,578	102,779	101,143	239	60,579	60	31,446	31	82	97
Duluth - Superior	451.1	.1819	2.63	10,116	272,087	232,826	608	76,927	33	139,158	60	86	71
El Centro - Yuma	206.4	.0833	3.04	8,494	93,973	86,008	247	32,437	38	47,690	55	60	75
El Paso	716.8	.2892	3.24	7,908	334,063	300,394	662	136,673	45	115,682	39	99	94
Elmira	234.9	.0948	2.74	10,165	111,468	100,865	258	32,529	32	50,174	50	79	86
Erie	421.6	.1702	2.71	11,179	237,006	212,185	463	89,072	42	92,677	44	92	88
Eugene	491.5	.1984	2.58	10,247	298,124	278,794	726	119,865	43	139,370	50	102	69
Eureka	136.6	.0551	2.53	11,485	86,865	80,508	234	30,191	38	47,363	59	70	69
Evansville	704.0	.2839	2.65	10,556	379,601	355,248	722	190,643	54	128,331	36	82	97
Fargo	595.6	.2400	2.73	9,675	312,696	269,300	751	101,587	38	147,055	55	97	71
Flagstaff	94.0	.0379	3.14	8,902	85,891	80,915	151	30,643	38	42,800	53	122	126
Flint - Saginaw - Bay City	1,266.2	.5109	2.78	10,455	668,381	600,732	1,246	247,962	41	282,090	47	94	91
Florence, S.C.	425.4	.1717	2.79	8,898	306,240	290,954	613	133,803	46	116,226	40	109	100
Ft. Myers - Naples	566.8	.2287	2.34	12,941	387,083	369,112	720	138,112	37	203,218	55	82	84

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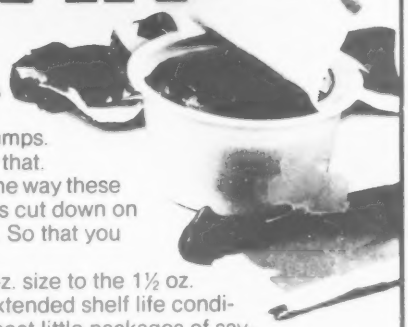
For information circle number 206

NEAT SAVINGS



Round plastic condiment cups are neater than pouches and pumps. Consumers like that.

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From the ¼ oz. size to the 1½ oz. size, prefilled extended shelf life condiment cups are neat little packages of savings—savings that mean better bottom line profits.

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For information circle number 191

ADI REPORT

ADI Name	12/31/88 Population (Thous.)	% Of U.S.	Average Household Size	Per Capita EBI	1988 Eating & Drinking Place Sales ($000)	Eating Place Sales ($000)	Eating Place Units	Fast Food Sales ($000)	Fast Food Market Share (%)	Restaurant Sales ($000)	Restaurant Market Share (%)	RAI	RGI
Ft. Smith	519.5	.2097	2.68	9,336	180,838	177,504	612	100,479	57	58,262	33	70	68
Ft. Wayne	637.9	.2573	2.75	10,872	327,791	305,842	748	118,564	39	156,670	51	96	88
Fresno - Visalia	1,278.6	.5157	2.94	10,947	628,193	587,354	1,394	264,194	45	295,564	50	84	84
Gainesville	227.3	.0917	2.61	10,344	150,714	143,654	296	52,932	37	72,671	51	90	91
Grand Junction - Durango	174.8	.0704	2.66	10,036	131,444	123,264	239	36,005	29	76,936	62	126	113
Grand Rapids - Kalamazoo - Battle Creek	1,712.5	.6908	2.75	11,697	869,441	801,629	1,751	296,012	37	395,050	49	104	99
Great Falls	173.0	.0697	2.59	9,770	89,719	71,955	273	26,185	36	41,272	57	81	65
Green Bay - Appleton	1,025.2	.4134	2.69	10,957	549,803	474,678	1,239	162,179	34	266,922	56	87	84
Greensboro - Winston-Salem - High Point	1,333.9	.5379	2.60	11,551	838,369	825,343	1,507	401,405	49	287,329	35	103	101
Greenville - New Bern - Washington	623.6	.2517	2.81	8,779	269,561	257,304	654	142,188	55	92,662	36	83	81
Greenville - Spartanburg - Asheville	1,687.1	.6804	2.63	9,939	811,058	796,071	1,884	430,042	54	274,519	34	78	92
Greenwood - Greenville	253.0	.1020	3.04	6,411	69,652	69,365	217	37,898	55	21,288	31	63	80
Hagerstown	115.8	.0467	2.75	10,560	43,595	36,791	121	14,982	41	15,144	41	65	104
Harrisburg - York - Lancaster - Lebanon	1,470.6	.5932	2.64	12,523	863,912	796,011	1,592	296,172	37	400,095	50	79	112
Harrisonburg	103.8	.0419	2.90	9,449	51,730	49,514	113	24,702	50	16,577	33	79	103

continued on page 174

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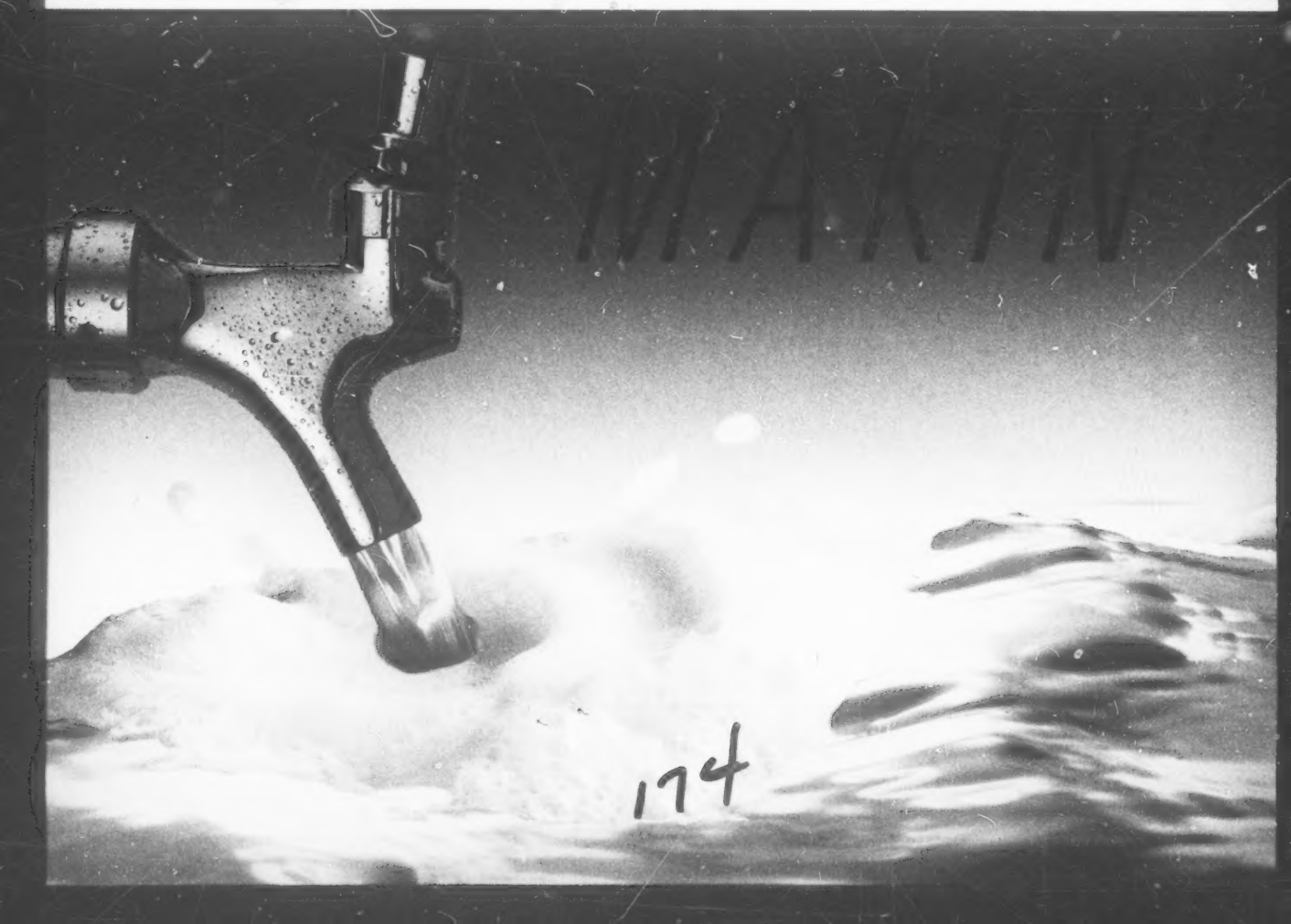
ADI REPORT

ADI Name	12/31/88 Population (Thous.)	% Of U.S.	Average House-hold Size	1988 Per Capita EBI	Eating & Drinking Place Sales ($000)	Eating Place Sales ($000)	Eating Place Units	Fast Food Sales ($000)	Fast Food Market Share (%)	Restaurant Sales ($000)	Restaurant Market Share (%)	RAI	RGI
Hartford - New Haven	2,435.7	.9824	2.69	15,579	2,036,018	1,890,202	3,135	603,723	32	958,125	51	117	99
Helena	48.3	.0195	2.46	10,964	33,611	26,474	64	9,330	35	15,450	58	74	89
Houston	3,949.1	1.5929	2.75	12,141	2,648,167	2,482,756	4,388	989,696	40	1,046,098	42	92	113
Huntsville - Decatur - Florence	807.0	.3254	2.65	10,166	324,023	316,298	776	178,988	57	100,937	32	95	96
Idaho Falls - Pocatello	313.0	.1261	3.07	8,924	118,613	110,866	322	43,832	40	58,638	53	76	88
Indianapolis	2,296.9	.9264	2.69	11,408	1,368,766	1,289,489	2,767	612,964	48	493,421	38	107	92
Jackson, Miss.	828.4	.3343	2.84	8,764	273,298	267,387	717	140,128	52	89,540	33	74	105
Jackson, Tenn.	153.8	.0620	2.63	9,464	57,846	55,516	157	27,698	50	22,528	41	82	85
Jacksonville	1,226.0	.4943	2.65	11,333	703,549	668,556	1,339	325,816	49	269,480	40	102	117
Johnstown - Altoona	775.3	.3129	2.73	9,463	302,604	274,813	794	109,315	40	124,682	45	66	76
Jonesboro	196.3	.0790	2.65	8,331	68,776	68,303	198	40,868	60	20,357	30	71	73
Joplin - Pittsburg	370.7	.1491	2.58	9,164	160,552	154,893	541	73,524	47	62,047	40	84	56
Kansas City	1,985.8	.8010	2.64	12,636	1,305,990	1,255,968	2,204	574,717	46	538,974	43	114	106
Knoxville	1,063.7	.4291	2.63	9,824	633,535	617,005	1,195	293,270	48	252,342	41	102	98
La Crosse - Eau Claire	455.0	.1836	2.73	10,312	261,422	217,723	552	72,506	33	127,107	58	82	78
Lafayette, Ind.	123.7	.0499	2.82	11,150	79,153	73,957	149	34,960	47	29,900	40	138	97
Lafayette, La.	570.0	.2299	2.91	8,394	255,950	240,540	513	94,154	39	69,967	29	67	92
Lake Charles	216.0	.0871	2.83	9,312	85,999	80,553	176	33,072	41	26,538	33	50	105
Lansing	631.8	.2548	2.80	11,379	345,543	319,064	618	139,774	44	145,174	45	96	107
Laredo	131.4	.0531	3.68	5,641	72,903	71,335	103	31,523	44	28,062	39	58	104



ADI Name	12/31/88 Population (Thous.)	% Of U.S.	Average House-hold Size	1988 Per Capita EBI	Eating & Drinking Place Sales ($000)	Eating Place Sales ($000)	Eating Place Units	Fast Food Sales ($000)	Fast Food Market Share (%)	Restaurant Sales ($000)	Restaurant Market Share (%)	RAI	RGI
Las Vegas	661.7	.2670	2.45	12,879	568,601	506,598	733	170,698	34	237,223	47	110	543
Laurel - Hattiesburg	251.6	.1016	2.78	8,054	90,866	88,166	267	48,218	55	27,099	31	70	75
Lexington	997.6	.4021	2.73	9,246	558,988	542,934	883	301,272	55	183,582	34	110	110
Lima	113.6	.0458	2.73	10,807	76,033	71,866	153	31,755	44	31,511	44	112	80
Lincoln - Hastings - Kearney	654.8	.2641	2.58	10,849	418,009	369,223	830	154,090	42	180,521	49	110	83
Little Rock	1,255.1	.5064	2.71	9,603	477,537	469,720	1,328	262,170	56	153,681	33	67	87
Los Angeles	12,940.0	5.2193	2.78	15,021	10,241,819	9,804,075	15,157	3,436,862	35	5,244,919	53	133	107
Louisville	1,489.5	.6006	2.73	10,460	912,563	861,807	1,348	468,741	54	296,976	34	109	114
Lubbock	392.1	.1578	2.86	8,886	175,822	166,433	476	77,217	46	62,531	38	72	70
Macon	499.2	.2015	2.87	10,237	220,777	214,614	483	116,118	54	73,660	34	76	103
Madison	705.3	.2844	2.55	12,212	530,041	454,842	920	159,365	35	268,813	59	100	91
Mankato	63.3	.0256	2.71	10,022	42,071	36,919	89	12,599	34	20,862	57	85	68
Marquette	156.5	.0632	2.78	8,767	50,818	41,647	175	15,993	38	22,419	54	52	62
McAllen - Brownsville	696.5	.2810	3.57	6,011	280,678	264,422	561	113,839	43	96,613	37	65	84
Medford	355.4	.1433	2.58	9,436	190,259	176,998	521	67,331	38	95,750	54	88	61
Memphis	1,677.5	.6763	2.78	9,344	690,284	671,055	1,549	350,438	52	227,628	34	87	109
Meridian	185.4	.0748	2.75	8,356	54,776	53,769	147	30,353	56	16,392	30	62	99
Miami	3,141.4	1.2671	2.47	13,573	2,691,974	2,536,416	4,271	786,950	31	1,341,551	53	121	106
Milwaukee	2,021.6	.8154	2.64	12,990	1,321,863	1,153,564	2,335	400,414	35	633,364	55	84	100

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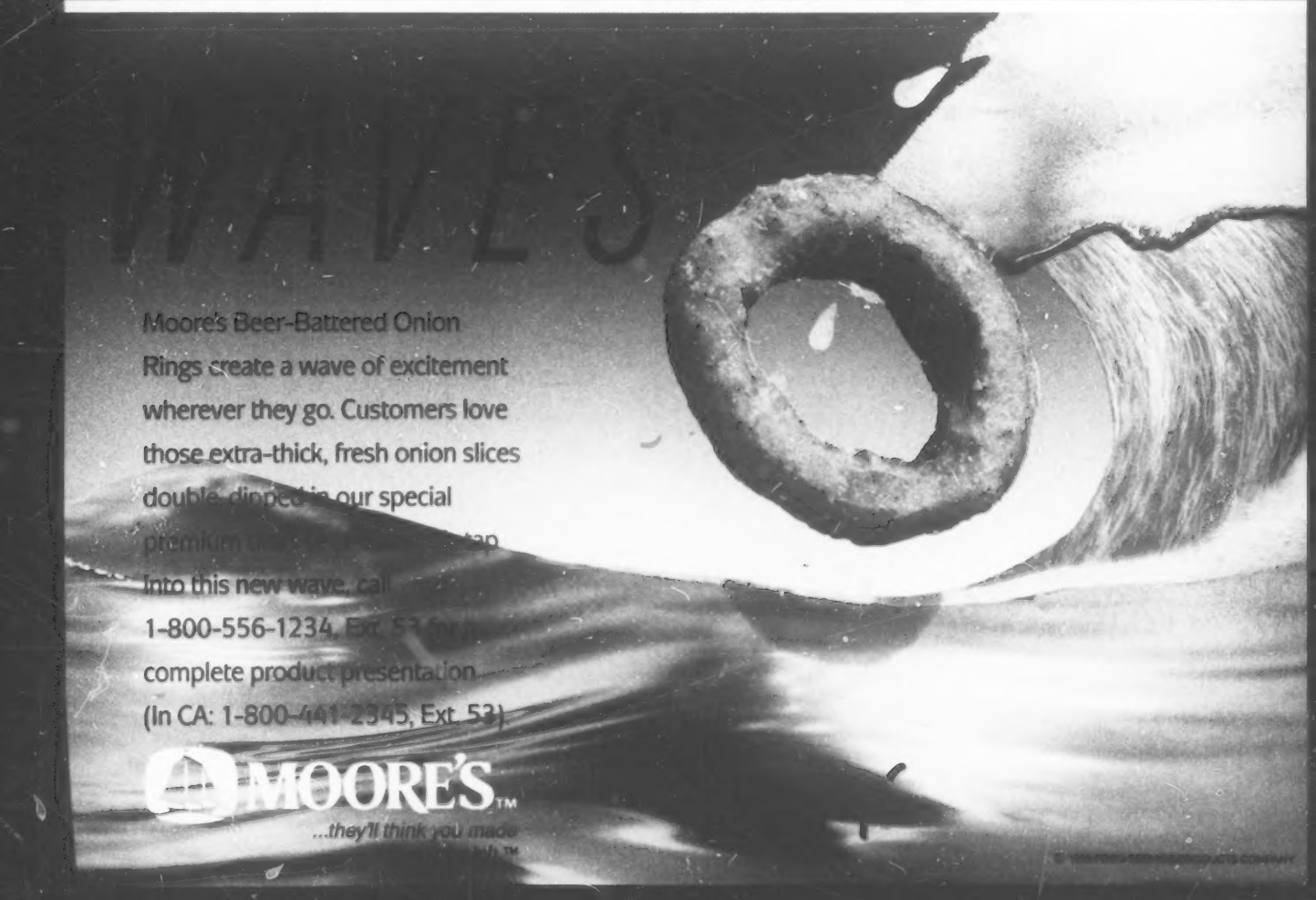
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ADI REPORT

ADI Name	12/31/88 Population (Thous.)	% Of U.S.	Average House-hold Size	1988 Per Capita EBI	Eating & Drinking Place Sales ($000)	Eating Place Sales ($000)	Eating Place Units	Fast Food Sales ($000)	Fast Food Market Share (%)	Restaurant Sales ($000)	Restaurant Market Share (%)	RAI	RGI
Minneapolis - St. Paul	3,550.8	1.4324	2.68	12,996	2,585,648	2,350,698	3,946	773,824	33	1,305,310	56	115	110
Minot - Bismarck - Dickinson	402.1	.1623	2.78	9,739	209,971	174,489	495	67,329	39	93,923	54	81	82
Missoula	203.4	.0822	2.54	9,687	125,783	103,024	339	36,386	35	60,240	58	85	61
Mobile - Pensacola	1,275.3	.5145	2.76	10,239	667,578	629,034	1,283	306,891	49	226,911	36	93	99
Monroe - El Dorado	518.6	.2092	2.81	7,381	137,625	130,865	443	55,098	42	37,663	29	48	79
Montgomery - Selma	606.4	.2445	2.78	8,563	226,742	220,367	478	129,701	59	64,037	29	89	111
Nashville	1,898.1	.7654	2.67	10,941	844,336	824,422	1,948	369,006	45	358,190	43	94	103
New Orleans	1,769.7	.7138	2.77	9,526	1,230,275	1,158,284	1,924	426,132	37	437,315	38	90	105
New York	18,692.0	7.5396	2.64	15,740	13,539,670	12,570,569	21,746	3,152,749	25	6,601,405	53	99	105
Norfolk - Portsmouth - Newport News - Hampton	1,641.0	.6619	2.89	11,415	989,027	968,511	1,893	446,925	46	416,194	43	111	102
North Platte	47.8	.0192	2.63	10,529	34,940	31,215	64	12,719	41	15,465	50	122	94
Odessa - Midland	395.0	.1592	2.82	11,166	286,456	264,088	521	121,547	46	103,168	39	72	73
Oklahoma City	1,565.7	.6317	2.61	9,702	993,598	966,806	2,354	455,619	47	353,453	37	95	66
Omaha	934.4	.3770	2.65	12,043	634,908	563,198	1,058	238,101	42	274,986	49	106	96
Orlando - Daytona Beach - Melbourne	2,112.1	.8519	2.51	11,868	1,543,163	1,473,157	2,547	565,190	38	735,037	50	103	127
Ottumwa - Kirksville	75.2	.0303	2.61	8,820	35,003	31,676	90	14,338	45	14,119	45	81	63
Paducah - Cape Girardeau - Harrisburg - Marion	860.9	.3474	2.60	9,174	344,849	326,119	930	172,259	53	124,115	38	73	71
Palm Springs	990.0	.3993	2.76	12,974	587,768	565,987	972	233,435	41	306,531	54	89	98
Panama City	212.4	.0856	2.63	8,771	135,610	128,361	309	47,892	37	64,927	51	118	76
Parkersburg	92.0	.0371	2.54	10,221	56,406	53,221	96	28,796	54	18,461	35	106	99
Peoria - Bloomington	559.2	.2257	2.66	13,062	297,201	270,589	631	114,660	42	130,575	48	92	95
Philadelphia	7,240.3	2.9218	2.68	13,897	4,921,855	4,449,162	7,861	1,512,911	34	2,117,597	48	92	140
Phoenix	2,519.6	1.0164	2.57	12,041	1,780,927	1,665,062	2,849	587,210	35	848,130	51	92	109
Pittsburgh	3,051.3	1.2306	2.59	11,520	1,691,126	1,522,311	3,228	540,276	35	727,867	48	83	91
Portland, Ore.	2,104.5	.8488	2.56	12,017	1,541,916	1,419,792	2,874	510,520	36	765,553	54	124	86
Portland - Poland Spring	870.0	.3508	2.60	12,311	732,216	711,727	1,289	249,022	35	389,408	55	112	89
Presque Isle	86.1	.0348	2.89	9,623	34,579	33,618	93	12,720	38	17,266	51	65	82
Providence - New Bedford	1,507.3	.6079	2.71	12,758	1,179,594	1,089,933	1,992	358,690	33	580,726	53	97	84
Quincy - Hannibal	321.3	.1297	2.62	9,519	130,446	115,781	373	56,238	49	48,904	42	69	66
Raleigh - Durham	1,867.8	.7534	2.73	10,813	999,226	978,857	2,092	509,350	52	357,208	36	96	98
Rapid City	235.7	.0954	2.71	9,902	136,296	117,745	316	41,088	35	6 174	56	98	74
Reno	414.4	.1669	2.44	13,368	307,041	280,149	540	97,540	35	153,823	55	98	340
Richmond	1,226.3	.4947	2.79	12,320	665,443	656,675	1,347	321,161	49	249,081	38	82	108
Roanoke - Lynchburg	1,019.7	.4112	2.80	10,729	484,612	476,854	1,055	224,524	47	181,617	38	81	109
Rochester, N.Y.	952.4	.3841	2.69	13,547	627,743	582,412	1,115	181,469	31	299,871	51	85	101
Rochester - Mason City - Austin	368.0	.1485	2.58	10,864	210,450	188,326	459	68,156	36	102,522	54	83	85
Rockford	415.1	.1676	2.64	12,375	212,475	193,852	481	82,316	42	92,026	47	85	88
Sacramento - Stockton	2,862.9	1.1548	2.70	13,071	1,841,339	1,724,970	3,608	747,706	43	855,569	50	102	81
St. Joseph	125.9	.0508	2.62	10,798	72,009	67,052	142	30,234	45	27,892	42	81	85
St. Louis	3,053.3	1.2315	2.72	12,302	1,926,984	1,799,595	3,256	827,876	46	689,099	38	109	103
Salinas - Monterey	621.0	.2506	2.90	13,504	430,275	407,684	912	144,446	35	242,587	60	126	87
Salisbury	246.9	.0997	2.67	10,410	252,348	239,533	439	96,979	40	123,065	51	154	82
Salt Lake City	1,891.4	.7629	3.16	9,074	932,311	891,990	1,964	392,523	44	410,594	46	93	106
San Angelo	132.4	.0534	2.75	10,236	82,409	78,523	175	35,490	45	30,749	39	75	66
San Antonio	1,677.8	.6767	2.96	9,426	875,080	816,877	1,978	350,912	43	300,424	37	71	81
San Diego	2,382.0	.9608	2.75	15,175	1,940,387	1,834,967	2,882	641,383	35	986,828	54	131	107
San Francisco - Oakland - San Jose	5,658.5	2.2825	2.57	17,834	5,509,559	5,182,309	8,490	1,673,853	32	2,853,909	55	135	101
Santa Barbara - Santa Maria - San Luis Obispo	554.9	.2238	2.65	14,192	520,285	497,056	885	159,093	32	308,998	62	122	84

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ADI REPORT

ADI Name	12/31/88 Population (Thous.)	% Of U.S.	Average Household Size	Per Capita EBI	1988 Eating & Drinking Place Sales ($000)	Eating Place Sales ($000)	Eating Place Units	Fast Food Sales ($000)	Fast Food Market Share (%)	Restaurant Sales ($000)	Restaurant Market Share (%)	RAI	RGI
Savannah	651.9	.2629	2.86	9,842	358,079	342,169	681	175,694	51	124,372	36	93	109
Seattle - Tacoma	3,288.4	1.3263	2.51	14,141	2,709,681	2,523,473	4,326	812,068	32	1,386,123	55	115	93
Shreveport - Texarkana	1,113.8	.4495	2.73	8,905	371,834	358,677	1,018	176,561	49	132,203	37	59	83
Sioux City	410.4	.1655	2.61	9,254	200,442	172,763	542	72,827	42	83,045	48	78	64
Sioux Falls - Mitchell	626.4	.2525	2.64	9,609	344,465	294,769	844	101,489	34	169,475	57	89	70
South Bend - Elkhart	803.2	.3238	2.71	10,731	409,820	381,623	1,025	165,226	43	175,606	46	95	76
Spokane	854.9	.3448	2.61	10,287	468,277	427,884	1,025	164,873	39	230,944	54	81	79
Springfield, Mass	659.9	.2662	2.68	12,860	527,243	484,749	806	140,845	29	275,642	57	106	90
Springfield, Mo	787.2	.3174	2.65	9,087	335,453	317,883	988	153,302	48	122,954	39	83	71
Springfield - Decatur - Champaign	881.8	.3555	2.60	11,562	515,806	464,493	964	200,241	43	209,178	45	91	96
Syracuse	949.0	.3828	2.78	11,833	541,694	487,192	1,192	161,865	33	251,636	52	77	87
Tallahassee - Thomasville	523.1	.2110	2.78	9,615	254,626	245,808	504	108,258	44	110,533	45	83	113
Tampa - St. Petersburg (sarasota)	3,086.1	1.2449	2.38	12,204	2,100,753	1,995,927	3,615	741,682	37	997,816	50	90	95
Terre Haute	427.6	.1728	2.60	10,088	183,539	168,439	459	83,221	49	67,214	40	74	76
Toledo	1,104.7	.4456	2.69	11,399	644,001	596,516	1,337	236,359	40	282,862	47	95	81
Topeka	404.7	.1635	2.65	11,338	244,300	226,430	519	114,519	51	88,219	39	99	82
Traverse City - Cadillac	433.4	.1750	2.65	8,829	238,829	210,591	672	81,759	39	112,558	53	82	64
Tucson	784.6	.3164	2.56	10,280	472,258	433,759	906	172,929	40	206,070	48	91	88
Tulsa	1,199.6	.4836	2.61	9,361	568,460	555,237	1,496	274,133	49	189,484	34	87	74
Tuscaloosa	147.4	.0595	2.70	8,952	72,167	68,325	158	38,698	57	20,206	30	84	86
Twin Falls	85.6	.0346	2.83	9,299	33,601	31,327	81	12,375	40	16,578	53	82	91
Tyler - Longview	467.4	.1888	2.76	10,014	204,531	199,025	564	92,735	47	77,544	39	65	66
Utica	382.3	.1542	2.77	10,582	183,590	169,880	503	55,621	33	83,597	49	70	69
Victoria	76.4	.0308	2.91	9,978	42,879	38,092	93	16,698	44	14,986	39	66	69
Waco - Temple - Bryan	688.2	.2775	2.82	9,648	348,754	331,682	704	148,018	45	130,124	39	83	78
Washington, D.C.	4,490.8	1.8117	2.68	16,814	3,626,658	3,519,968	5,270	1,263,092	36	1,536,388	44	121	125
Watertown - Carthage	239.5	.0967	2.91	9,056	109,047	93,789	307	34,131	36	46,659	50	71	66
Wausau - Rhinelander	445.2	.1796	2.72	10,441	220,722	190,130	561	58,248	31	117,880	62	71	73
West Palm Beach - Ft. Pierce - Vero Beach	1,179.7	.4759	2.35	14,992	909,768	861,212	1,427	250,885	29	526,555	61	95	104
Wheeling - Steubenville	413.4	.1668	2.63	9,485	165,873	153,202	436	75,624	49	59,219	39	70	78
Wichita - Hutchinson	1,121.6	.4523	2.58	11,932	634,712	613,688	1,658	298,523	49	240,827	39	96	72
Wichita Falls - Lawton	445.7	.1798	2.75	8,991	223,709	215,440	540	102,389	48	80,489	37	82	68
Wilkes-Barre - Scranton	1,297.2	.5232	2.62	10,319	609,681	563,294	1,459	210,970	37	242,409	43	71	77
Wilmington	392.5	.1584	2.76	8,835	190,829	186,757	453	100,237	54	67,212	36	86	79
Yakima	479.0	.1932	2.70	11,132	269,462	243,957	573	85,618	35	136,675	56	83	84
Youngstown	744.1	.3001	2.67	10,798	348,377	317,068	835	143,084	45	132,155	42	85	77
Zanesville	85.0	.0343	2.65	9,028	35,701	32,880	107	15,155	46	12,685	39	81	65
Total U.S. ADIs	246,277.6	99.3374	2.68	12,352	157,763,022	147,785,139	287,168	56,345,489	38	70,027,020	47	100	100

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TOTAL POPULATION BY MARKET 1988

MSA	Pop. (000)	Rank
Los Angeles - Long Beach	8,704.7	1
New York	8,576.9	2
Chicago	6,203.1	3
Philadelphia	4,909.7	4
Detroit	4,396.4	5
Washington	3,729.8	6
Boston - Lawrence - Salem - Lowell - Brockton	3,725.5	7
Houston	3,197.1	8
Atlanta	2,766.4	9
Nassau - Suffolk	2,669.2	10
St. Louis	2,482.1	11
Dallas	2,476.2	12
San Diego	2,382.0	13
Minneapolis - St. Paul	2,377.2	14
Baltimore	2,367.4	15
Riverside - San Bernardino	2,287.7	16
Anaheim - Santa Ana	2,273.7	17
Pittsburgh	2,109.1	18
Phoenix	2,057.6	19
Tampa - St. Petersburg - Clearwater	2,033.1	20
Oakland	2,009.1	21
Newark	1,902.7	22
Cleveland	1,853.9	23
Miami - Hialeah	1,850.4	24
Seattle	1,842.5	25
Denver	1,684.5	26
San Francisco	1,605.5	27
Kansas City	1,567.6	28
Cincinnati	1,442.7	29
San Jose	1,437.4	30
Milwaukee	1,401.3	31
Sacramento	1,398.2	32
Norfolk - Virginia Beach - Newport News	1,372.3	33
Columbus, Ohio	1,334.9	34
New Orleans	1,324.4	35
San Antonio	1,298.2	36
Bergen - Passaic	1,295.7	37
Fort Worth - Arlington	1,277.8	38
Indianapolis	1,243.4	39
Fort Lauderdale - Hollywood - Pompano Beach	1,214.3	40
Portland, Ore.	1,179.3	41
Hartford - New Britain - Middletown - Bristol	1,117.4	42
Charlotte - Gastonia - Rock Hill	1,113.1	43
Salt Lake City - Ogden	1,068.5	44
Rochester, N.Y.	993.3	45
Orlando	989.7	46
Monmouth - Ocean	987.0	47
Nashville	985.0	48
Oklahoma City	983.8	49
Memphis	981.2	50
Middlesex - Somerset - Hunterdon	978.6	51
Louisville	968.3	52
Buffalo	966.1	53
Dayton - Springfield	940.0	54
Birmingham	934.9	55
Greensboro - Winston-Salem - High Point	932.7	56
Jacksonville, Fla.	918.0	57
Providence - Pawtucket - Woonsocket	908.7	58
Albany - Schenectady - Troy	857.7	59
Honolulu	844.3	60
Richmond - Petersburg	843.4	61
West Palm Beach - Boca Raton - Delray Beach	835.8	62
Bridgeport - Stamford - Norwalk - Danbury	830.9	63
New Haven - Waterbury - Meriden	793.6	64
Tulsa	747.4	65
Austin	746.1	66
Scranton - Wilkes-Barre	736.4	67
Raleigh - Durham	688.0	68
Worcester - Fitchburg - Leominster	677.6	69
Allentown - Bethlehem	674.3	70
Grand Rapids	665.7	71
Syracuse	651.4	72
Tucson	650.0	73
Akron	649.5	74
Oxnard - Ventura	645.1	75
Las Vegas	642.0	76
Greenville - Spartanburg	625.4	77
Gary - Hammond	624.3	78
Omaha	622.8	79
Toledo	615.6	80
Fresno	613.7	81
Knoxville	605.7	82
Springfield, Mass.	590.9	83
Harrisburg - Lebanon - Carlisle	588.4	84
El Paso	579.7	85
Wilmington, Del.	564.7	86
Tacoma	555.9	87
Jersey City	546.5	88
Baton Rouge	543.2	89
Little Rock - North Little Rock	521.8	90
Bakersfield	519.4	91
Charleston, S.C.	513.6	92
Youngstown - Warren	508.4	93
New Bedford - Fall River - Attleboro	500.3	94
Lake County, Ill.	498.3	95
Albuquerque	497.0	96
Mobile	488.1	97
Stockton	467.2	98
Columbia, S.C.	465.8	99
Johnson City - Kingsport - Bristol	451.4	100
Wichita	448.8	101
Flint	440.4	102
Lansing - East Lansing	437.7	103
Chattanooga	437.4	104
Vallejo - Fairfield - Napa	419.3	105
Saginaw - Bay City - Midland	408.5	106
Lancaster	407.2	107
York	406.4	108
Augusta	405.0	109
Canton	403.9	110
Jackson, Miss.	402.5	111
Lakeland - Winter Haven	401.6	112
Colorado Springs	400.0	113
Des Moines	389.1	114
Melbourne - Titusville - Palm Bay	389.1	114
Joliet	386.9	116
Beaumont - Port Arthur	379.0	117
McAllen - Edinburg - Mission	376.6	118
Davenport - Rock Island - Moline	369.4	119
Santa Rosa - Petaluma	368.2	120
Fort Wayne	364.8	121
Shreveport	362.7	122
Corpus Christi	362.1	123
Aurora - Elgin	359.3	124
Spokane	357.3	125
Pensacola	355.1	126
Madison	352.0	127
Salinas - Seaside - Monterey	352.0	127
Peoria	349.2	129
Santa Barbara - Santa Maria - Lompoc	347.0	130
Daytona Beach	345.9	131
Lexington-Fayette	344.1	132
Modesto	342.1	133
Portsmouth - Dover - Rochester	336.9	134
Manchester - Nashua	333.1	135
Huntington - Ashland	330.5	136
Reading	329.4	137
Trenton	327.9	138
Utica - Rome	321.4	139
Appleton - Oshkosh - Neenah	313.5	140
Atlantic City	312.4	141
Fort Myers - Cape Coral	307.3	142
Montgomery	305.8	143
Visalia - Tulare - Porterville	301.5	144
Orange County, N.Y.	290.7	145
Macon - Warner Robins	290.1	146
Rockford	284.3	147
Evansville	284.0	148
Erie	282.8	149
Hamilton - Middletown	280.1	150
Ann Arbor	273.8	151
Lorain - Elyria	273.4	152
Salem, Ore.	268.5	153
Eugene - Springfield	268.1	154
Fayetteville, N.C.	268.0	155
Charleston, W.Va.	266.2	156
Binghamton	265.8	157
Brownsville - Harlingen	262.9	158
Poughkeepsie	262.2	159
Sarasota	261.4	160
Columbus, Ga.	256.2	161
Johnstown	254.8	162
New London - Norwich	253.8	163
Provo - Orem	250.0	164
Killeen - Temple	248.9	165
Savannah	247.7	166
Duluth	245.8	167
Reno	243.4	168
Huntsville	242.0	169
South Bend - Mishawaka	241.5	170
Springfield, Mo.	234.8	171
Santa Cruz	234.4	172
Portland, Me.	234.3	173
Roanoke	230.5	174
Tallahassee	230.1	175
Fort Pierce	227.5	176
Lubbock	224.5	177
Hickory	224.4	178
Anchorage	223.0	179
Kalamazoo	222.1	180
Boulder - Longmont	221.4	181
Niagara Falls	217.7	182
Vancouver	216.6	183
Galveston - Texas City	214.8	184
Lafayette, La.	213.1	185
Lincoln	210.7	186
Gainesville	208.8	187
Boise	205.9	188
Biloxi - Gulfport	205.0	189
Amarillo	197.0	190
Brazoria	196.8	191
Springfield, Ill.	194.8	192
Waco	192.3	193
Beaver County, Pa.	192.0	194
Green Bay	191.9	195
Ocala	189.7	196
Fort Collins - Loveland	187.6	197
Bradenton	187.5	198
Yakima	186.4	199
Houma - Thibodaux	184.2	200
St. Cloud	184.1	201
Fort Smith	183.8	202
Bremerton	180.9	203
Racine	176.1	204
Chico	176.0	205
Wheeling	175.5	206
Merced	175.0	207
Asheville	173.2	208
Champaign - Urbana - Rantoul	173.1	209
Lake Charles	172.8	210
Cedar Rapids	169.1	211
Longview - Marshall	169.1	211
Benton Harbor	167.9	213
Topeka	163.6	214
Muskegon	159.9	215
Clarksville - Hopkinsville	159.2	216
Lima	158.7	217
Parkersburg - Marietta	157.6	218
Olympia	156.1	219
Tyler	154.9	220
Fort Walton Beach	154.1	221
Steubenville - Weirton	151.0	222
Fargo - Moorhead	150.8	223
Richland - Kennewick - Pasco	150.7	224
Elkhart - Goshen	150.3	225
Jackson, Mich.	150.0	226
Athens	149.0	227
Waterloo - Cedar Falls	148.9	228
Lynchburg	148.8	229
Tuscaloosa	147.4	230
Anderson, S.C.	146.7	231
Monroe	145.1	232
Jamestown - Dunkirk	144.5	233
Medford	144.2	234
Pittsfield	142.6	235
Redding	140.4	236
Florence, Ala.	140.0	237
Vineland - Millville - Bridgeton	139.8	238
Eau Claire	139.7	239
Battle Creek	139.5	240
Bangor	139.3	241
Alexandria, La.	139.1	242
Greeley	138.8	243
Janesville - Beloit	138.1	244
Joplin	136.5	245
Burlington, Vt.	135.1	246
Altoona	133.2	247
Naples	133.1	248
Dothan	133.0	249
Terre Haute	132.7	250
Panama City	132.6	251
Anderson, Ind.	131.2	252
Las Cruces	130.5	253
Pascagoula	129.9	254
Jacksonville, N.C.	129.[illegible]	255
Mansfield	129.1	255
Pueblo	128.7	257
Sioux Falls	127.8	258
Odessa	127.3	259
Bloomington - Normal	126.3	260
Wichita Falls	126.2	261
Charlottesville	126.1	262
Anniston	125.3	263
Abilene	124.9	264
Bryan - College Station	124.9	264
Decatur, Ill.	124.7	266
Sharon	124.7	266
Lafayette - West Lafayette	123.7	268
Laredo	122.6	269
Texarkana	122.3	270
Kenosha	121.9	271
Florence, S.C.	121.7	272
Muncie	120.9	273
Yuba City	119.9	274
Albany, Ga.	119.2	275
Lawton	119.1	276
Wilmington, N.C.	118.9	277
Bellingham	118.6	278
Williamsport	118.5	279
State College	118.0	280
Billings	117.9	281
Hagerstown	115.8	282
Sioux City	115.6	283
Glens Falls	114.8	284
Wausau	113.3	285
Midland, Tex.	112.5	286
Fayetteville - Springdale	112.4	287
Santa Fe	112.4	287
Danville, Va.	111.3	289
Columbia, Mo.	111.1	290
Burlington, N.C.	104.5	291
Gadsden	104.0	292
Sheboygan	103.3	293
Cumberland	103.1	294
Bloomington, Ind.	102.7	295
Decatur, Ala.	102.6	296
Kokomo	102.0	297
Lewiston - Auburn	102.0	297
Kankakee	101.3	299
Rochester, Minn.	98.9	300
San Angelo	98.8	301
Sherman - Denison	98.5	302
La Crosse	96.2	303
Elmira	93.8	304
Dubuque	90.8	305
Pine Bluff	90.5	306
Bismarck	89.9	307
Owensboro	87.9	308
Iowa City	86.2	309
St. Joseph	86.1	310
Rapid City	79.9	311
Great Falls	78.6	312
Jackson, Tenn.	78.5	313
Victoria	76.4	314
Cheyenne	75.1	315
Lawrence, Kans.	75.0	316
Grand Forks	70.6	317
Casper	66.4	318
Enid	61.1	319
Total Above Areas	190,816.1	
Percent of U.S.	76.9667	
United States Total	247,920.3	

EFFECTIVE BUYING INCOME PER CAPITA 1988

MSA	Per Capita EBI	Rank
Bridgeport - Stamford - Norwalk - Danbury	20,246	1
San Francisco	18,481	2
Bergen - Passaic	18,897	3
Middlesex - Somerset - Hunterdon	18,345	4
San Jose	18,017	5
Washington	18,052	6
Trenton	18,048	7
Nassau - Suffolk	17,339	8
Monmouth - Ocean	17,129	9
Oakland	17,125	10
Newark	17,073	11
Boston - Lawrence - Salem - Lowell - Brockton	16,774	12
Anaheim - Santa Ana	16,728	13
Manchester - Nashua	16,611	14
West Palm Beach - Boca Raton - Delray Beach	16,360	15
Seattle	16,337	16
Lake County, Ill.	16,034	17
Hartford - New Britain - Middletown - Bristol	16,032	18
Santa Rosa - Petaluma	15,833	19
Anchorage	15,684	20
New Haven - Waterbury - Meriden	15,514	21
Fort Lauderdale - Hollywood - Pompano Beach	15,475	22
Oxnard - Ventura	15,386	23
Santa Barbara - Santa Maria - Lompoc	15,181	24
San Diego	15,110	25
Portsmouth - Dover - Rochester	15,114	26
Santa Cruz	14,993	27
Kenosha	14,979	28
Los Angeles - Long Beach	14,880	29
Minneapolis - St. Paul	14,599	30
Sacramento	14,538	31
Reno	14,347	32
Worcester - Fitchburg - Leominster	14,219	33
New London - Norwich	14,118	34
New York	14,090	35
Chicago	14,061	36
Rochester, Minn.	14,048	37
Wichita	14,000	38
Lincoln	14,003	39
Philadelphia	14,000	40
Midland, Tex.	13,944	41
Portland, Me.	13,938	42
Poughkeepsie	13,899	43
Wilmington, Del.	13,887	44
Peoria	13,870	45
Richland - Kennewick - Pasco	13,706	46
Atlanta	13,689	47
Sarasota	13,684	47
Honolulu	13,596	49
Fort Myers - Cape Coral	13,533	50
Denver	13,515	51
Dallas	13,503	52
Raleigh - Durham	13,499	53
Topeka	13,489	54
Vallejo - Fairfield - Napa	13,481	55
Aurora - Elgin	13,468	56
Rochester, N.Y.	13,468	56
Kansas City	13,364	58
Madison	13,416	59
Burlington, Vt.	13,413	60
Richmond - Petersburg	13,384	61
Kalamazoo	13,371	62
Omaha	13,332	63
Milwaukee	13,285	64
Pittsfield	13,228	65
Huntsville	13,218	66
Baltimore	13,181	67
Portland, Ore.	13,168	68
Naples	13,163	69
Harrisburg - Lebanon - Carlisle	13,156	70
Sioux Falls	13,080	71
Albany - Schenectady - Troy	13,048	72
Decatur, Ill.	13,040	73
Allentown - Bethlehem	13,038	74
Charlottesville	12,992	75
Las Vegas	12,955	76
St. Louis	12,944	77
Springfield, Mass.	12,921	78
Detroit	12,917	79
Ann Arbor	12,908	80
Riverside - San Bernardino	12,898	81
Bloomington - Normal	12,889	82
Providence - Pawtucket - Woonsocket	12,836	83
Des Moines	12,820	84
Phoenix	12,809	85
Santa Fe	12,762	86
Cedar Rapids	12,759	87
Bradenton	12,742	88
Davenport - Rock Island - Moline	12,710	89
Atlantic City	12,701	90
Rockford	12,686	91
Salinas - Seaside - Monterey	12,645	92
Waterloo - Cedar Falls	12,615	93
Reading	12,601	94
Cleveland	12,592	95
Tampa - St. Petersburg - Clearwater	12,590	96
Fresno	12,586	97
Racine	12,578	98
Brazoria	12,577	99
Columbia, Mo.	12,473	100
Olympia	12,573	100
Orlando	12,567	102
Joliet	12,564	103
Grand Rapids	12,530	104
Battle Creek	12,529	105
Nashville	12,518	106
Shelbyville	12,491	107
Cincinnati	12,482	108
Fort Worth - Arlington	12,420	109
Jersey City	12,408	110
Houston	12,404	111
Lancaster	12,396	112
Binghamton	12,381	113
Miami - Hialeah	12,344	114
Syracuse	12,340	115
Grand Forks	12,321	116
York	12,303	117
Rakersfield	12,297	118
Boulder - Longmont	12,295	119
Orange County, N.Y.	12,285	120
New Bedford - Fall River - Attleboro	12,258	121
Dayton - Springfield	12,213	122
Jacksonville - Belair	12,196	123
Appleton - Oshkosh - Neenah	12,178	124
Indianapolis	12,163	125
Roanoke	12,162	126
Greensboro - Winston-Salem - High Point	12,135	127
Kokomo	12,125	128
Austin	12,118	129
Pittsburgh	12,093	130
Jacksonville, Fla.	12,076	131
Bremerton	12,073	132
Iowa City	12,045	133
Daytona Beach	12,043	134
Odessa	12,008	135
Charlotte - Gastonia - Rock Hill	12,001	136
Columbus, Ohio	11,944	137
Vancouver	11,928	138
Galveston - Texas City	11,915	139
Columbia, S.C.	11,905	140
Rapid City	11,904	141
Lorain - Elyria	11,892	142
Norfolk - Virginia Beach - Newport News	11,887	143
Springfield, Ill.	11,865	144
Toledo	11,850	145
Wheeling - Moundsville - Bridgeport	11,786	146
La Crosse	11,781	147
Erie	11,778	148
Melbourne - Titusville - Palm Bay	11,758	149
Lansing - East Lansing	11,741	150
Boise	11,739	151
Buffalo	11,678	152
Amarillo	11,635	153
Akron	11,615	154
Evansville	11,601	155
Fort Wayne	11,585	156
Green Bay	11,583	157
Fort Pierce	11,564	158
Modesto	11,541	159
Lexington-Fayette	11,529	160
Stockton	11,489	161
Champaign - Urbana - Rantoul	11,446	162
Louisville	11,343	163
Little Rock - North Little Rock	11,338	164
South Bend - Mishawaka	11,336	165
Hickory	11,294	166
Lynchburg	11,282	167
Beaumont - Port Arthur	11,243	168
Tyler	11,242	169
Duluth	11,238	170
Macon - Warner Robins	11,206	171
Sherman - Denison	11,197	172
St. Joseph	11,182	173
Beaver County, Pa.	11,175	174
Fort Walton Beach	11,157	175
Lafayette - West Lafayette	11,150	176
Lewiston - Auburn	11,143	177
Tallahassee	11,122	178
Savannah	11,100	179
Colorado Springs	11,098	180
Jackson, Mich.	11,094	181
Pensacola	11,078	182
Youngstown - Warren	11,069	183
Fargo - Moorhead	11,068	184
Knoxville	11,039	185
Lawrence, Kans.	11,027	186
San Angelo	10,971	187
Niagara Falls	10,968	188
Burlington, N.C.	10,967	189
Billings	10,965	190
Saginaw - Bay City - Midland	10,950	191
Springfield, Mo.	10,946	192
Mansfield	10,894	193
Sharon	10,893	194
Elkhart - Goshen	10,862	195
Redding	10,845	196
Asheville	10,831	197
Scranton - Wilkes-Barre	10,831	197
Bloomington, Ind.	10,824	199
Bellingham	10,815	200
Hamilton - Middletown	10,803	201
Chico	10,798	202
Wausau	10,774	203
Bryan - College Station	10,762	204
Lima	10,734	205
Spokane	10,731	206
Tucson	10,730	207
Charleston, W.Va.	10,716	208
Flint	10,694	209
Kankakee	10,694	209
Bangor	10,678	211
Terre Haute	10,676	212
Canton	10,670	213
Anderson, Ind.	10,667	214
Yuba City	10,662	215
Williamsport	10,648	216
Eugene - Springfield	10,645	217
Albuquerque	10,640	218
Benton Harbor	10,632	219
Memphis	10,596	220
Great Falls	10,592	221
Augusta	10,577	222
Muskegon	10,574	223
Tacoma	10,572	224
Wilmington, N.C.	10,571	225
Eau Claire	10,560	226
Hagerstown	10,560	226
Casper	10,542	228
Bismarck	10,528	229
Utica - Rome	10,519	230
Fort Collins - Loveland	10,509	231
Glens Falls	10,503	232
Gainesville	10,449	233
Gary - Hammond	10,442	234
Chattanooga	10,439	235
Pascagoula	10,429	236
Jackson, Tenn.	10,424	237
Danville, Va.	10,399	238
Elmira	10,383	239
Lakeland - Winter Haven	10,357	240
Greenville - Spartanburg	10,331	241
Birmingham	10,325	242
Jamestown - Dunkirk	10,284	243
Sioux City	10,264	244
Oklahoma City	10,236	245
Johnson City - Kingsport - Bristol	10,229	246
Jackson, Miss.	10,211	247
Longview - Marshall	10,178	248
Steubenville - Weirton	10,146	249
USA	10,141	250
Muncie	10,132	251
Montgomery	10,122	252
Altoona	10,100	253
Fayetteville - Springdale	10,075	254
Mobile	10,066	255
Wichita Falls	10,038	256
Dubuque	10,010	257
Lafayette, La.	10,010	257
Enid	9,983	259
Victoria	9,978	260
San Antonio	9,973	261
Athens	9,941	262
Lubbock	9,920	263
Salem, Ore.	9,911	264
New Orleans	9,888	265
Parkersburg - Marietta	9,883	266
Abilene	9,850	267
Yakima	9,850	267
Owensboro	9,840	269
Biloxi - Gulfport	9,816	270
Wheeling	9,800	271
Baton Rouge	9,771	272
Salt Lake City - Ogden	9,761	273
Killeen - Temple	9,754	274
State College	9,754	274
Shreveport	9,734	276
Anderson, S.C.	9,719	277
Cumberland	9,701	278
Columbus, Ga.	9,687	279
Joplin	9,687	279
Fayetteville, N.C.	9,686	281
St. Cloud	9,674	282
Albany, Ga.	9,625	283
Medford	9,615	284
Merced	9,603	285
Charleston, S.C.	9,554	286
Lake Charles	9,554	286
Waco	9,518	288
Florence, Ala.	9,436	289
Fort Smith	9,424	290
Cheyenne	9,424	291
Clarksville - Hopkinsville	9,405	292
Ocala	9,391	293
Decatur, Ala.	9,350	294
Houma - Thibodaux	9,299	295
Greeley	9,243	296
Texarkana	9,239	297
Corpus Christi	9,220	298
Dothan	9,125	299
Pueblo	9,022	300
Panama City	8,978	301
Tuscaloosa	8,952	302
Huntington - Ashland	8,929	303
Visalia - Tulare - Porterville	8,890	304
Anniston	8,855	305
Lawton	8,759	306
Gadsden	8,745	307
Johnstown	8,610	308
Florence, S.C.	8,548	309
Pine Bluff	8,529	310
Jacksonville, N.C.	8,251	311
Alexandria, La.	8,218	312
Monroe	8,202	313
Las Cruces	8,003	314
El Paso	7,910	315
Provo - Orem	6,954	316
Brownsville - Harlingen	6,792	317
McAllen - Edinburg - Mission	5,724	318
Laredo	5,664	319
Total Above Areas	13,251	
United States Total	12,359	

EATING PLACE SALES 1988

MSA	Sales ($000)	Rank
New York	6,519,008	1
Los Angeles - Long Beach	6,450,149	2
Boston - Lawrence - Salem - Lowell - Brockton	3,964,222	3
Chicago	3,901,475	4
Washington	3,163,455	5
Philadelphia	2,971,397	6
Detroit	2,599,855	7
Anaheim - Santa Ana	2,313,829	8
Atlanta	2,254,067	9
Houston	2,176,295	10
San Francisco	2,152,270	11
San Diego	1,834,967	12
Minneapolis - St. Paul	1,827,404	13
Dallas	1,773,977	14
Nassau - Suffolk	1,698,082	15
Seattle	1,692,981	16
St. Louis	1,623,494	17
Baltimore	1,504,449	18
Phoenix	1,479,392	19
Oakland	1,448,127	20
Tampa - St. Petersburg - Clearwater	1,372,911	21
Miami - Hialeah	1,321,841	22
Riverside - San Bernardino	1,272,194	23
Denver	1,217,016	24
San Jose	1,216,251	25
Pittsburgh	1,208,081	26
Cleveland	1,161,556	27
Fort Lauderdale - Hollywood - Pompano Beach	1,129,586	28
Kansas City	1,095,279	29
Honolulu	1,050,153	30
Newark	1,015,517	31
Sacramento	964,696	32
Cincinnati	953,804	33
Hartford - New Britain - Middletown - Bristol	932,328	34
Bergen - Passaic	923,501	35
New Orleans	918,956	36
Portland, Ore.	910,298	37
Norfolk - Virginia Beach - Newport News	853,125	38
Orlando	845,383	39
Milwaukee	835,738	40
Columbus, Ohio	824,809	41
Indianapolis	800,970	42
Fort Worth - Arlington	797,326	43
Bridgeport - Stamford - Norwalk - Danbury	741,329	44
Oklahoma City	726,833	45
San Antonio	725,302	46
Louisville	695,040	47
West Palm Beach - Boca Raton - Delray Beach	682,005	48
Charlotte - Gastonia - Rock Hill	647,856	49
Greensboro - Winston-Salem - High Point	637,970	50
New Haven - Waterbury - Meriden	618,861	51
Providence - Pawtucket - Woonsocket	618,108	52
Rochester, N.Y.	593,106	53
Salt Lake City - Ogden	593,086	54
Buffalo	565,961	55
Nashville	562,045	56
Monmouth - Ocean	554,298	57
Jacksonville, Fla.	544,414	58
Middlesex - Somerset - Hunterdon	541,140	59
Richmond - Petersburg	535,043	60
Memphis	523,221	61
Las Vegas	502,182	62
Dayton - Springfield	500,881	63
Austin	485,237	64
Knoxville	484,492	65
Worcester - Fitchburg - Leominster	463,656	66
Raleigh - Durham	450,539	67
Omaha	446,162	68
Albany - Schenectady - Troy	442,104	69
Springfield, Mass.	435,813	70
Birmingham	424,416	71
Tulsa	417,748	72
Toledo	407,998	73
Tucson	393,906	74
Albuquerque	383,422	75
Scranton - Wilkes-Barre	383,237	76
Grand Rapids	378,040	77
Allentown - Bethlehem	375,399	78
Gary - Hammond	361,168	79
Harrisburg - Lebanon - Carlisle	360,327	80
Syracuse	359,564	81
Akron	358,869	82
Greenville - Spartanburg	345,744	83
New Bedford - Fall River - Attleboro	336,245	84
Santa Barbara - Santa Maria - Lompoc	330,318	85
Tacoma	328,753	86
Atlantic City	315,800	87
Oxnard - Ventura	315,503	88
Charleston, S.C.	312,082	89
Lexington-Fayette	308,565	90
Bakersfield	301,930	91
Wilmington, Del.	298,248	92
Fresno	295,147	93
Wichita	291,325	94
Portland, Me.	282,399	95
Manchester - Nashua	281,129	96
Vallejo - Fairfield - Napa	276,705	97
Portsmouth - Dover - Rochester	275,600	98
Baton Rouge	274,264	99
Anchorage	274,035	100
Madison	272,965	101
Columbia, S.C.	264,794	102
Des Moines	264,755	103
Little Rock - North Little Rock	262,183	104
Mobile	250,545	105
Lansing - East Lansing	249,881	106
Daytona Beach	247,464	107
Stockton	243,269	108
El Paso	242,860	109
Lake County, Ill.	241,045	110
Salinas - Seaside - Monterey	239,306	111
Colorado Springs	238,142	112
Flint	237,034	113
Youngstown - Warren	234,236	114
Saginaw - Bay City - Midland	232,090	115
Spokane	230,700	116
Lancaster	229,660	117
Santa Rosa - Petaluma	229,582	118
Sarasota	226,969	119
Chattanooga	225,429	120
Davenport - Rock Island - Moline	224,874	121
Melbourne - Titusville - Palm Bay	217,464	122
Fort Wayne	215,714	123
Reading	211,480	124
Corpus Christi	210,963	125
Trenton	204,656	126
Canton	198,878	127
Fort Myers - Cape Coral	197,473	128
Jersey City	196,662	129
Lakeland - Winter Haven	194,514	130
New London - Norwich	191,399	131
Ann Arbor	191,145	132
Johnson City - Kingsport - Bristol	188,775	133
York	186,341	134
Pensacola	184,830	135
Savannah	184,341	136
Boulder - Longmont	183,602	137
Beaumont - Port Arthur	177,417	138
Evansville	176,367	139
Augusta	172,819	140
Peoria	172,511	141
Aurora - Elgin	171,788	142
Shreveport	171,309	143
Jackson, Miss.	169,013	144
Modesto	167,623	145
Reno	166,198	146
Eugene - Springfield	163,645	147
Huntington - Ashland	163,634	148
Santa Cruz	158,161	149
Appleton - Oshkosh - Neenah	154,475	150
Houma - Thibodaux	153,568	151
Lafayette, La.	153,527	152
Rockford	153,235	153
Erie	152,084	154
Kalamazoo	150,357	155
Duluth	150,280	156
Roanoke	149,280	157
Springfield, Mo.	147,982	158
Macon - Warner Robins	147,970	159
Tallahassee	147,829	160
South Bend - Mishawaka	144,940	161
Fayetteville, N.C.	144,392	162
Utica - Rome	142,998	163
Bradenton	142,916	164
Joliet	142,294	165
Gainesville	141,482	166
Montgomery	141,190	167
Lincoln	139,156	168
Galveston - Texas City	137,142	169
Salem, Ore.	136,801	170
Charleston, W.Va.	135,064	171
Boise	134,503	172
Visalia - Tulare - Porterville	131,107	173
McAllen - Edinburg - Mission	129,446	174
Brownsville - Harlingen	129,215	175
Biloxi - Gulfport	128,087	176
Huntsville	128,039	177
Lubbock	127,804	178
Asheville	124,907	179
Burlington, Vt.	124,895	180
Binghamton	123,457	181
Champaign - Urbana - Rantoul	123,195	182
Springfield, Ill.	122,616	183
Hamilton - Middletown	121,477	184
Amarillo	120,918	185
Hickory	119,333	186
Poughkeepsie	119,206	187
Naples	118,466	188
Odessa	116,984	189
Green Bay	116,820	190
Columbus, Ga.	113,713	191
Killeen - Temple	113,211	192
Fort Collins - Loveland	112,923	193
Fort Walton Beach	112,496	194
Vancouver	110,760	195
Orange County, N.Y.	110,128	196
Panama City	110,016	197
Topeka	109,522	198
Chico	105,358	199
Fort Pierce	104,846	200
Fargo - Moorhead	100,577	201
Wilmington, N.C.	100,085	202
Pittsfield	99,824	203
Longview - Marshall	99,714	204
Bryan - College Station	96,271	205
Santa Fe	95,665	206
Lorain - Elyria	95,583	207
Waco	94,545	208
Bangor	93,539	209
Niagara Falls	93,496	210
Yakima	92,495	211
Wichita Falls	89,834	212
Bremerton	89,117	213
Cedar Rapids	88,959	214
Olympia	88,599	215
Athens	87,830	216
Lynchburg	87,341	217
Lima	87,202	218
Midland, Tex.	87,054	219
Abilene	85,689	220
Racine	85,517	221
Merced	85,494	222
Terre Haute	84,779	223
Ocala	84,606	224
Muncie	83,235	225
Charlottesville	82,888	226
St. Cloud	81,840	227
Billings	81,752	228
Parkersburg - Marietta	81,323	229
Bellingham	80,552	230
Burlington, N.C.	80,462	231
Elkhart - Goshen	79,527	232
Sioux Falls	78,888	233
Provo - Orem	78,866	234
Kenosha	77,623	235
Benton Harbor	77,232	236
Janesville - Beloit	76,226	237
Wheeling	76,055	238
Waterloo - Cedar Falls	75,842	239
Fort Smith	75,781	240
Bloomington - Normal	75,369	241
Eau Claire	75,073	242
Joplin	74,992	243
Muskegon	74,387	244
Lafayette - West Lafayette	73,957	245
Lake Charles	73,014	246
Redding	72,696	247
Owensboro	72,489	248
Richland - Kennewick - Pasco	71,707	249
Medford	71,452	250
Rochester, Minn.	70,546	251
State College	70,118	252
Dothan	69,956	253
Laredo	69,128	254
Johnstown	68,827	255
Tuscaloosa	68,325	256
Clarksville - Hopkinsville	68,309	257
Albany, Ga.	67,929	258
Battle Creek	67,613	259
San Angelo	67,551	260
Kokomo	66,097	261
Pueblo	65,917	262
Brazoria	65,538	263
Glens Falls	65,436	264
Jamestown - Dunkirk	65,116	265
Monroe	64,235	266
Sioux City	63,591	267
Tyler	62,523	268
Rapid City	61,132	269
Decatur, Ill.	60,589	270
Anderson, S.C.	60,420	271
Steubenville - Weirton	60,288	272
Fayetteville - Springdale	58,575	273
Yuba City	58,531	274
Anderson, Ind.	58,130	275
Bloomington, Ind.	58,094	276
Lewiston - Auburn	57,655	277
Bismarck	57,543	278
Cheyenne	57,458	279
Columbia, Mo.	57,344	280
Florence, Ala.	57,064	281
Texarkana	56,487	282
La Crosse	56,304	283
Jackson, Mich.	55,781	284
Lawton	54,804	285
Altoona	54,632	286
Mansfield	54,554	287
Greeley	54,290	288
Florence, S.C.	54,233	289
Las Cruces	53,921	290
Danville, Va.	53,587	291
Beaver County, Pa.	53,373	292
St. Joseph	53,209	293
Cumberland	52,643	294
Jacksonville, N.C.	52,261	295
Sharon	50,961	296
Kankakee	50,611	297
Lawrence, Kans.	50,516	298
Alexandria, La.	50,117	299
Iowa City	49,004	300
Pascagoula	48,953	301
Dubuque	48,113	302
Williamsport	48,106	303
Elmira	47,640	304
Sherman - Denison	46,006	305
Great Falls	45,837	306
Sheboygan	44,975	307
Vineland - Millville - Bridgeton	44,332	308
Gadsden	41,715	309
Decatur, Ala.	41,625	310
Jackson, Tenn.	41,204	311
Casper	40,432	312
Wausau	39,221	313
Victoria	38,092	314
Hagerstown	36,791	315
Anniston	33,839	316
Enid	33,810	317
Grand Forks	31,397	318
Pine Bluff	28,017	319
Total Above Areas	127,236,822	
Percent of U.S.	85.0755	
United States Total	149,557,397	

EATING PLACE UNITS 1988

MSA	# of Units	Rank
Los Angeles - Long Beach	10,071	1
New York	10,013	2
Chicago	6,991	3
Boston - Lawrence - Salem - Lowell - Brockton	4,973	4
Philadelphia	4,853	5
Detroit	4,712	6
Washington	4,413	7
Atlanta	3,618	8
Houston	3,590	9
Nassau - Suffolk	3,342	10
Dallas	3,274	11
San Francisco	3,161	12
Anaheim - Santa Ana	3,129	13
San Diego	2,882	14
St. Louis	2,728	15
Seattle	2,589	16
Oakland	2,563	17
Minneapolis - St. Paul	2,541	18
Baltimore	2,472	19
Tampa - St. Petersburg - Clearwater	2,472	19
Phoenix	2,350	21
Pittsburgh	2,335	22
Miami - Hialeah	2,324	23
Riverside - San Bernardino	2,209	24
Denver	2,206	25
Cleveland	2,052	26
Newark	2,024	27
Sacramento	1,917	28
San Jose	1,912	29
Kansas City	1,740	30
Fort Lauderdale - Hollywood - Pompano Beach	1,739	31
Cincinnati	1,694	32
Portland, Ore.	1,641	33
Oklahoma City	1,618	34
Columbus, Ohio	1,614	35
Milwaukee	1,608	36
Norfolk - Virginia Beach - Newport News	1,590	37
San Antonio	1,590	37
Fort Worth - Arlington	1,522	39
New Orleans	1,501	40
Indianapolis	1,491	41
Bergen - Passaic	1,484	42
Hartford - New Britain - Middletown - Bristol	1,402	43
Buffalo	1,289	44
Charlotte - Gastonia - Rock Hill	1,267	45
Orlando	1,222	46
Honolulu	1,195	47
Providence - Pawtucket - Woonsocket	1,195	47
Monmouth - Ocean	1,178	49
Rochester, N.Y.	1,152	50
Nashville	1,142	51
Albany - Schenectady - Troy	1,111	52
Greensboro - Winston-Salem - High Point	1,100	53
Dayton - Springfield	1,094	54
Austin	1,076	55
Bridgeport - Stamford - Norwalk - Danbury	1,075	56
West Palm Beach - Boca Raton - Delray Beach	1,062	57
New Haven - Waterbury - Meriden	1,061	58
Salt Lake City - Ogden	1,060	59
Jacksonville, Fla.	1,051	60
Richmond - Petersburg	1,026	61
Middlesex - Somerset - Hunterdon	1,021	62
Memphis	996	63
Tulsa	979	64
Louisville	932	65
Raleigh - Durham	921	66
Birmingham	904	67
Scranton - Wilkes-Barre	883	68
Syracuse	808	69
Knoxville	805	70
Worcester - Fitchburg - Leominster	783	71
Allentown - Bethlehem	781	72
Greenville - Spartanburg	764	73
Akron	763	74
Tucson	759	75
Toledo	752	76
Fresno	727	77
Gary - Hammond	720	78
Las Vegas	719	79
Springfield, Mass.	712	80
Atlantic City	693	81
Oxnard - Ventura	683	82
Omaha	672	83
Albuquerque	657	84
Harrisburg - Lebanon - Carlisle	631	85
Wichita	655	86
Grand Rapids	642	87
New Bedford - Fall River - Attleboro	593	88
Little Rock - North Little Rock	583	89
Wilmington, Del.	583	89
Bakersfield	576	91
Youngstown - Warren	576	91
Lake County, Ill.	560	93
Tacoma	545	94
Columbia, S.C.	520	95
Santa Barbara - Santa Maria - Lompoc	520	95
Baton Rouge	516	97
El Paso	514	98
Canton	510	99
Chattanooga	505	100
Jersey City	501	101
Santa Rosa - Petaluma	501	101
Stockton	501	101
Mobile	490	104
Colorado Springs	489	105
Des Moines	487	106
Melbourne - Titusville - Palm Bay	481	107
Salinas - Seaside - Monterey	477	108
Charleston, S.C.	476	109
Vallejo - Fairfield - Napa	472	110
Fort Wayne	467	111
Daytona Beach	464	112
Corpus Christi	463	113
Portsmouth - Dover - Rochester	460	114
Spokane	457	115
Flint	452	116
Madison	445	117
York	435	118
Davenport - Rock Island - Moline	434	119
Lansing - East Lansing	434	119
Lancaster	426	121
Lexington-Fayette	422	122
Manchester - Nashua	420	123
Utica - Rome	419	124
Fort Myers - Cape Coral	418	125
Johnson City - Kingsport - Bristol	412	126
Lakeland - Winter Haven	408	127
Jackson, Miss.	402	128
Reading	399	129
Eugene - Springfield	393	130
Peoria	391	131
Saginaw - Bay City - Midland	386	132
Trenton	385	133
Santa Cruz	384	134
Modesto	370	135
Sarasota	370	135
Aurora - Elgin	367	137
Augusta	364	138
Beaumont - Port Arthur	362	139
Boulder - Longmont	359	140
Appleton - Oshkosh - Neenah	358	141
Shreveport	355	142
Joliet	352	143
Ann Arbor	351	144
Salem, Ore.	346	145
Evansville	343	146
Rockford	341	147
Pensacola	339	148
Orange County, N.Y.	336	149
Portland, Me.	336	149
South Bend - Mishawaka	336	149
New London - Norwich	334	152
Anchorage	328	153
Macon - Warner Robins	322	154
Roanoke	312	155
Visalia - Tulare - Porterville	312	155
Duluth	311	157
Niagara Falls	305	158
Amarillo	303	159
Erie	303	159
Poughkeepsie	302	161
Huntington - Ashland	299	162
Charleston, W.Va.	293	163
Montgomery	293	163
Lubbock	291	165
Reno	291	165
Savannah	290	167
McAllen - Edinburg - Mission	287	168
Springfield, Mo.	284	169
Binghamton	283	170
Hickory	283	170
Kalamazoo	273	172
Hamilton - Middletown	269	173
Gainesville	268	174
Lorain - Elyria	267	175
Fayetteville, N.C.	265	176
Columbus, Ga.	253	177
Fort Smith	253	177
Tallahassee	247	179
Lincoln	246	180
Biloxi - Gulfport	245	181
Galveston - Texas City	244	182
Fort Collins - Loveland	243	183
Brownsville - Harlingen	241	184
Huntsville	241	184
Longview - Marshall	241	184
Fort Pierce	240	187
Boise	237	188
Pittsfield	237	188
Asheville	235	190
Lafayette, La.	234	191
Glens Falls	230	192
Topeka	226	193
Waco	226	193
Johnstown	224	195
Panama City	223	196
Green Bay	222	197
Killeen - Temple	221	198
Vancouver	219	199
Chico	217	200
Springfield, Ill.	216	201
Lima	213	202
Redding	213	202
Bradenton	210	204
Fort Walton Beach	209	205
Yakima	209	205
Benton Harbor	205	207
Billings	204	208
Medford	202	209
Provo - Orem	202	209
Cedar Rapids	201	211
Champaign - Urbana - Rantoul	198	212
Fargo - Moorhead	197	213
Jamestown - Dunkirk	196	214
Racine	196	214
Tyler	195	216
Elkhart - Goshen	192	217
Naples	192	217
Houma - Thibodaux	186	219
Joplin	185	220
Janesville - Beloit	182	221
Wheeling	182	221
Ocala	180	223
Wilmington, N.C.	180	223
Bellingham	179	225
Brazoria	179	225
Olympia	177	227
St. Cloud	177	227
Monroe	176	229
Beaver County, Pa.	174	230
Battle Creek	173	231
Burlington, Vt.	172	232
Charlottesville	172	232
Waterloo - Cedar Falls	171	234
Wichita Falls	171	234
Mansfield	170	236
Merced	170	236
Santa Fe	170	236
Athens	169	239
Muskegon	168	240
Pueblo	168	240
Eau Claire	166	242
Richland - Kennewick - Pasco	166	242
Odessa	165	244
Parkersburg - Marietta	160	245
Steubenville - Weirton	159	246
Bryan - College Station	158	247
Tuscaloosa	158	247
Abilene	157	249
Altoona	157	249
Anderson, S.C.	155	251
Bangor	155	251
Clarksville - Hopkinsville	155	251
Muncie	154	254
Lake Charles	153	255
Bremerton	152	256
Lynchburg	152	256
Bloomington - Normal	150	258
Terre Haute	150	258
Lafayette - West Lafayette	149	260
Anderson, Ind.	148	261
Sioux City	147	262
Florence, Ala.	146	263
Fayetteville - Springdale	145	264
Jackson, Mich.	143	265
Jacksonville, N.C.	143	265
Wilmington	143	265
Columbia	142	268
Sioux Falls	142	268
State College	142	268
Cumberland	139	271
Sharon	138	272
Texarkana	138	272
Dothan	137	274
Bloomington, Ind.	136	275
La Crosse	136	275
Kokomo	135	277
Burlington, N.C.	134	278
Las Cruces	134	278
Sherman - Denison	134	278
Danville, Va.	133	281
Decatur, Ill.	133	281
Alexandria, La.	130	283
Greeley	130	283
Midland, Tex.	130	283
Lawton	129	286
Florence, S.C.	128	287
Rapid City	128	287
Great Falls	127	289
Yuba City	127	289
Vineland - Millville - Bridgeton	126	291
Albany, Ga.	124	292
San Angelo	123	293
Dubuque	122	294
Kenosha	122	294
Wausau	122	294
Hagerstown	121	297
Rochester, Minn.	111	298
Sheboygan	110	299
Owensboro	106	300
Decatur, Ala.	105	301
Lewiston - Auburn	104	302
Gadsden	103	303
Anniston	102	304
Pascagoula	102	304
St. Joseph	98	306
Iowa City	96	307
Enid	95	308
Laredo	95	308
Cheyenne	94	310
Elmira	94	310
Victoria	93	312
Kankakee	92	313
Bismarck	87	314
Pine Bluff	87	314
Jackson, Tenn.	86	316
Casper	85	317
Lawrence, Kans.	85	317
Grand Forks	84	319
Total Above Areas	225,581	
Percent of U.S.	77.9271	
United States Total	289,477	

FAST FOOD SALES 1988

MSA	Sales ($000)	Rank
Los Angeles - Long Beach	2,162,535	1
New York	1,462,583	2
Chicago	1,357,641	3
Washington	1,094,820	4
Atlanta	1,043,566	5
Boston - Lawrence - Salem - Lowell - Brockton	1,022,441	6
Philadelphia	1,002,273	7
Detroit	967,935	8
Houston	839,077	9
Anaheim - Santa Ana	811,730	10
St. Louis	741,198	11
Dallas	711,509	12
San Diego	641,383	13
Minneapolis - St. Paul	599,726	14
Baltimore	595,487	15
Riverside - San Bernardino	573,251	16
Oakland	563,786	17
Phoenix	516,885	18
Seattle	511,680	19
Tampa - St. Petersburg - Clearwater	506,869	20
Kansas City	496,622	21
San Francisco	491,988	22
San Jose	475,353	23
Nassau - Suffolk	468,200	24
Cleveland	439,436	25
Miami - Hialeah	428,319	26
Sacramento	406,319	27
Pittsburgh	406,088	28
Columbus, Ohio	391,137	29
Cincinnati	388,051	30
Norfolk - Virginia Beach - Newport News	383,979	31
Indianapolis	372,519	32
Louisville	372,215	33
Denver	371,364	34
Fort Worth - Arlington	363,752	35
Honolulu	357,456	36
Charlotte - Gastonia - Rock Hill	351,821	37
New Orleans	338,761	38
Oklahoma City	335,865	39
Orlando	323,594	40
Fort Lauderdale - Hollywood - Pompano Beach	322,925	41
Portland, Ore	306,995	42
San Antonio	300,393	43
Greensboro - Winston-Salem - High Point	299,946	44
Milwaukee	295,591	45
Hartford - New Britain - Middletown - Bristol	286,474	46
Newark	279,890	47
Memphis	269,237	48
Salt Lake City - Ogden	268,745	49
Jacksonville, Fla	260,665	50
Richmond - Petersburg	259,357	51
Dayton - Springfield	246,507	52
Bergen - Passaic	234,001	53
Nashville	230,806	54
Knoxville	223,235	55
Birmingham	222,775	56
Raleigh - Durham	219,370	57
Austin	210,014	58
New Haven - Waterbury - Meriden	207,752	59
Tulsa	204,759	60
Providence - Pawtucket - Woonsocket	194,265	61
Greenville - Spartanburg	193,071	62
Buffalo	189,910	63
Omaha	189,248	64
Rochester, N.Y.	185,243	65
Bridgeport - Stamford - Norwalk - Danbury	183,821	66
West Palm Beach - Boca Raton - Delray Beach	175,600	67
Monmouth - Ocean	171,654	68
Gary - Hammond	170,747	69
Las Vegas	169,187	70
Middlesex - Somerset - Hunterdon	159,395	71
Tucson	157,296	72
Albuquerque	156,417	73
Lexington-Fayette	155,671	74
Toledo	154,761	75
Charleston, S.C.	147,716	76
Baton Rouge	146,141	77
Albany - Schenectady - Troy	143,996	78
Columbia, S.C.	140,380	79
Akron	139,617	80
Little Rock - North Little Rock	138,345	81
Harrisburg - Lebanon - Carlisle	138,038	82
Scranton - Wilkes-Barre	135,827	83
Wichita	134,576	84
Fresno	134,394	85
Bakersfield	130,153	86
Grand Rapids	129,609	87
Wilmington, Del.	129,198	88
Mobile	129,191	89
Allentown - Bethlehem	128,418	90
New Bedford - Fall River - Attleboro	127,455	91
Springfield, Mass.	126,887	92
Tacoma	124,788	93
Worcester - Fitchburg - Leominster	121,695	94
Stockton	121,511	95
Oxnard - Ventura	115,886	96
Vallejo - Fairfield - Napa	115,546	97
Syracuse	115,345	98
Des Moines	114,766	99
Chattanooga	114,430	100
Lansing - East Lansing	112,918	101
El Paso	111,494	102
Johnson City - Kingsport - Bristol	111,054	103
Youngstown - Warren	109,940	104
Huntington - Ashland	106,072	105
Davenport - Rock Island - Moline	104,656	106
Flint	102,711	107
Colorado Springs	101,572	108
Madison	101,566	109
Lakeland - Winter Haven	100,452	110
Corpus Christi	99,228	111
Santa Barbara - Santa Maria - Lompoc	96,569	112
Atlantic City	95,817	113
Savannah	94,285	114
Daytona Beach	92,738	115
Portland, Me.	92,504	116
Augusta	92,231	117
Evansville	90,655	118
Pensacola	90,598	119
Spokane	90,401	120
Saginaw - Bay City - Midland	90,103	121
Santa Rosa - Petaluma	88,384	122
Jackson, Miss.	85,936	123
Manchester - Nashua	85,527	124
Canton	85,501	125
Melbourne - Titusville - Palm Bay	85,110	126
Shreveport	84,049	127
Modesto	82,116	128
Lake County, Ill.	81,804	129
Anchorage	81,177	130
Reading	80,062	131
Montgomery	79,961	132
Portsmouth - Dover - Rochester	79,000	133
Beaumont - Port Arthur	77,947	134
Lancaster	77,771	135
Fort Wayne	77,020	136
Macon - Warner Robins	76,284	137
Fayetteville, N.C.	76,067	138
Salinas - Seaside - Monterey	75,633	139
Eugene - Springfield	75,063	140
Ann Arbor	74,240	141
Peoria	73,555	142
Charleston, W.Va.	73,082	143
York	72,706	144
Springfield, Mo.	69,701	145
Huntsville	69,493	146
Visalia - Tulare - Porterville	69,371	147
Biloxi - Gulfport	68,283	148
Roanoke	66,922	149
Fort Myers - Cape Coral	65,971	150
New London - Norwich	65,871	151
Asheville	65,805	152
Erie	65,737	153
Jersey City	65,191	154
Santa Cruz	64,981	155
Hickory	63,741	156
Lafayette, La.	63,467	157
Aurora - Elgin	63,012	158
Rockford	61,885	159
Boulder - Longmont	60,409	160
Galveston - Texas City	60,121	161
Trenton	59,532	162
Kalamazoo	59,313	163
Lincoln	59,149	164
Columbus, Ga.	58,975	165
South Bend - Mishawaka	58,837	166
Joliet	58,727	167
Appleton - Oshkosh - Neenah	58,467	168
Sarasota	57,655	169
Reno	57,219	170
Brownsville - Harlingen	56,644	171
Salem, Ore.	56,639	172
Lubbock	56,627	173
Topeka	54,947	174
Houma - Thibodaux	54,124	175
Tallahassee	54,122	176
McAllen - Edinburg - Mission	54,093	177
Hamilton - Middletown	53,679	178
Amarillo	53,003	179
Wilmington, N.C.	52,729	180
Bradenton	52,012	181
Gainesville	51,937	182
Boise	51,819	183
Odessa	51,280	184
Naples	49,772	185
Killeen - Temple	49,627	186
Duluth	49,582	187
Champaign - Urbana - Rantoul	48,369	188
Springfield, Ill.	48,154	189
Vancouver	46,579	190
Utica - Rome	45,843	191
Athens	44,982	192
Fort Pierce	44,040	193
Binghamton	43,834	194
Dothan	43,804	195
Longview - Marshall	43,706	196
Santa Fe	43,369	197
Fort Smith	42,676	198
Burlington, N.C.	42,384	199
Lorain - Elyria	42,235	200
Bryan - College Station	42,203	201
Waco	41,444	202
Parkersburg - Marietta	41,216	203
Fort Walton Beach	40,946	204
Green Bay	40,698	205
Owensboro	40,418	206
Terre Haute	40,078	207
Panama City	40,039	208
Fargo - Moorhead	39,509	209
Wichita Falls	39,380	210
Muncie	39,349	211
Lynchburg	39,116	212
Orange County, N.Y.	38,935	213
Cedar Rapids	38,823	214
Tuscaloosa	38,698	215
Lima	38,532	216
Midland, Tex.	38,162	217
Wheeling	38,037	218
Chico	37,644	219
Elkhart - Goshen	37,592	220
Abilene	37,563	221
Charlottesville	37,139	222
Fort Collins - Loveland	36,546	223
Provo - Orem	36,000	224
Bangor	35,409	225
Brazoria	35,228	226
Lafayette - West Lafayette	34,960	227
Clarksville - Hopkinsville	34,818	228
Albany, Ga.	34,750	229
Burlington, Vt.	33,771	230
Joplin	33,408	231
Fayetteville - Springdale	33,206	232
Waterloo - Cedar Falls	32,955	233
Niagara Falls	32,614	234
Johnstown	32,521	235
Florence, Ala.	32,322	236
Poughkeepsie	32,193	237
Merced	32,058	238
Yakima	31,479	239
Kokomo	31,248	240
Anderson, S.C.	30,881	241
Ocala	30,793	242
Lake Charles	30,409	243
Bremerton	30,328	244
Laredo	30,305	245
Olympia	30,154	246
Steubenville - Weirton	30,154	246
Billings	30,039	248
Benton Harbor	30,000	249
Racine	29,791	250
San Angelo	29,613	251
Bloomington - Normal	29,593	252
Muskegon	28,892	253
Pittsfield	28,469	254
Sioux Falls	27,881	255
Florence, S.C.	27,721	256
Sioux City	27,651	257
St. Cloud	27,578	258
Jacksonville, N.C.	27,531	259
Anderson, Ind.	27,477	260
Bloomington, Ind.	27,462	261
Bellingham	27,416	262
Tyler	27,409	263
Kenosha	27,045	264
Texarkana	26,757	265
Monroe	26,750	266
Lawton	26,654	267
Medford	26,562	268
Janesville - Beloit	26,553	269
Battle Creek	26,260	270
Eau Claire	26,216	271
Pascagoula	26,096	272
Decatur, Ala.	26,060	273
Redding	25,974	274
Columbia, Mo.	25,543	275
State College	25,386	276
Lawrence, Kans.	25,341	277
Richland - Kennewick - Pasco	24,404	278
Mansfield	24,107	279
Danville, Va.	23,989	280
Bismarck	23,797	281
Decatur, Ill.	23,791	282
Rochester, Minn.	23,722	283
St. Joseph	23,701	284
Jamestown - Dunkirk	23,683	285
Beaver County, Pa.	23,647	286
Gadsden	23,624	287
Las Cruces	23,186	288
Cheyenne	22,190	289
Cumberland	22,109	290
Lewiston - Auburn	21,822	291
Jackson, Mich.	21,667	292
Iowa City	21,387	293
Pueblo	21,333	294
Dubuque	20,997	295
Yuba City	20,909	296
Alexandria, La.	20,873	297
Jackson, Tenn.	20,558	298
Rapid City	20,397	299
Sherman - Denison	20,168	300
Kankakee	19,873	301
Altoona	19,781	302
La Crosse	19,614	303
Anniston	19,164	304
Sharon	18,453	305
Glens Falls	17,668	306
Greeley	17,569	307
Williamsport	17,418	308
Great Falls	16,838	309
Victoria	16,698	310
Enid	16,444	311
Casper	16,196	312
Pine Bluff	15,883	313
Sheboygan	15,672	314
Hagerstown	14,982	315
Wausau	13,665	316
Vineland - Millville - Bridgeton	13,304	317
Grand Forks	12,985	318
Elmira	12,867	319
Total Above Areas	47,061,748	
Percent of U.S.	82.6970	
United States Total	56,908,639	

RESTAURANT SALES 1988

MSA	Sales ($000)	Rank
New York	3,524,859	1
Los Angeles - Long Beach	3,454,848	2
Boston - Lawrence - Salem - Lowell - Brockton	2,094,196	3
Chicago	1,936,125	4
Washington	1,402,975	5
Philadelphia	1,371,057	6
San Francisco	1,294,559	7
Anaheim - Santa Ana	1,279,711	8
Detroit	1,252,183	9
Minneapolis - St. Paul	997,396	10
San Diego	986,828	11
Houston	930,716	12
Seattle	911,824	13
Atlanta	842,328	14
Nassau - Suffolk	928,665	15
Oakland	750,433	16
Phoenix	749,934	17
Dallas	727,232	18
Tampa - St. Petersburg - Clearwater	670,606	19
Fort Lauderdale - Hollywood - Pompano Beach	652,238	20
Miami - Hialeah	646,986	21
Denver	643,813	22
Riverside - San Bernardino	625,445	23
St. Louis	615,635	24
San Jose	610,219	25
Pittsburgh	595,316	26
Baltimore	583,154	27
Cleveland	563,081	28
Honolulu	530,798	29
Portland, Ore	499,870	30
Sacramento	480,105	31
Bergen - Passaic	476,208	32
Kansas City	473,281	33
Newark	466,716	34
Milwaukee	446,906	35
Hartford - New Britain - Middletown - Bristol	441,785	36
West Palm Beach - Boca Raton - Delray Beach	437,312	37
Cincinnati	433,554	38
Orlando	429,545	39
Bridgeport - Stamford - Norwalk - Danbury	411,768	40
New Orleans	384,721	41
Norfolk - Virginia Beach - Newport News	375,125	42
Providence - Pawtucket - Woonsocket	338,726	43
Columbus, Ohio	335,214	44
New Haven - Waterbury - Meriden	326,421	45
Monmouth - Ocean	314,803	46
Rochester, N.Y.	305,381	47
Indianapolis	303,674	48
Fort Worth - Arlington	298,518	49
Middlesex - Somerset - Hunterdon	287,912	50
Oklahoma City	269,794	51
Buffalo	264,571	52
San Antonio	264,431	53
Nashville	258,900	54
Salt Lake City - Ogden	257,634	55
Worcester - Fitchburg - Leominster	256,124	56
Springfield, Mass	246,145	57
Louisville	241,771	58
Albany - Schenectady - Troy	240,795	59
Las Vegas	234,971	60
Charlotte - Gastonia - Rock Hill	226,286	61
Jacksonville, Fla.	220,852	62
Greensboro - Winston-Salem - High Point	220,172	63
Omaha	217,205	64
Santa Barbara - Santa Maria - Lompoc	210,902	65
Austin	207,899	66
Richmond - Petersburg	207,326	67
Knoxville	201,730	68
Toledo	199,779	69
Dayton - Springfield	193,437	70
Grand Rapids	193,080	71
Syracuse	188,073	72
Akron	187,843	73
Tucson	184,551	74
Tacoma	183,354	75
Oxnard - Ventura	180,632	76
Memphis	178,311	77
Atlantic City	176,867	78
Albuquerque	172,838	79
Scranton - Wilkes-Barre	170,650	80
Allentown - Bethlehem	170,070	81
Harrisburg - Lebanon - Carlisle	167,576	82
Raleigh - Durham	167,322	83
Portsmouth - Dover - Rochester	164,417	84
Portland, Me.	163,500	85
New Bedford - Fall River - Attleboro	160,921	86
Manchester - Nashua	159,255	87
Madison	158,795	88
Salinas - Seaside - Monterey	155,698	89
Gary - Hammond	151,152	90
Bakersfield	148,930	91
Vallejo - Fairfield - Napa	146,751	92
Sarasota	146,725	93
Fresno	145,070	94
Tulsa	140,664	95
Wilmington, Del.	140,202	96
Lancaster	136,246	97
Birmingham	132,834	98
Lake County, Ill.	128,207	99
Santa Rosa - Petaluma	123,156	100
Daytona Beach	121,157	101
Spokane	118,412	102
Fort Myers - Cape Coral	117,711	103
Fort Wayne	116,689	104
Wichita	115,757	105
Reading	114,052	106
Saginaw - Bay City - Midland	113,386	107
Lexington-Fayette	113,129	108
Stockton	112,732	109
Lansing - East Lansing	111,172	110
Des Moines	111,086	111
Greenville - Spartanburg	110,068	112
New London - Norwich	108,767	113
Boulder - Longmont	104,251	114
Trenton	102,609	115
Melbourne - Titusville - Palm Bay	102,485	116
Anchorage	102,025	117
Flint	101,382	118
Colorado Springs	100,223	119
Canton	100,056	120
Jersey City	98,856	121
Charleston, S.C.	97,164	122
Youngstown - Warren	95,799	123
Reno	92,615	124
Ann Arbor	92,031	125
Little Rock - North Little Rock	91,756	126
Davenport - Rock Island - Moline	91,640	127
El Paso	89,832	128
Duluth	89,490	129
Chattanooga	89,314	130
York	87,914	131
Columbia, S.C.	86,500	132
Baton Rouge	86,139	133
Corpus Christi	85,769	134
Peoria	85,701	135
Aurora - Elgin	81,568	136
Santa Cruz	80,883	137
Mobile	79,504	138
Lakeland - Winter Haven	78,923	139
Eugene - Springfield	76,613	140
Rockford	75,554	141
Appleton - Oshkosh - Neenah	75,216	142
Tallahassee	74,737	143
South Bend - Mishawaka	73,461	144
Modesto	72,860	145
Burlington, Vt.	72,744	146
Bradenton	72,297	147
Gainesville	71,507	148
Beaumont - Port Arthur	71,467	149
Utica - Rome	70,235	150
Joliet	69,460	151
Boise	68,352	152
Binghamton	68,034	153
Lincoln	67,651	154
Erie	67,195	155
Kalamazoo	67,158	156
Evansville	66,936	157
Savannah	65,710	158
Green Bay	65,669	159
Shreveport	65,659	160
Pensacola	64,563	161
Salem, Ore.	62,951	162
Poughkeepsie	61,202	163
Roanoke	60,624	164
Fort Collins - Loveland	60,491	165
Pittsfield	60,148	166
Jackson, Miss.	59,117	167
Naples	59,001	168
Champaign - Urbana - Rantoul	58,200	169
Springfield, Ill.	57,927	170
Vancouver	57,710	171
Orange County, N.Y.	57,627	172
Fort Walton Beach	56,911	173
Chico	56,473	174
Visalia - Tulare - Porterville	55,684	175
Panama City	55,657	176
Springfield, Mo.	54,534	177
Galveston - Texas City	53,960	178
Hamilton - Middletown	53,270	179
Fargo - Moorhead	53,202	180
Macon - Warner Robins	52,451	181
Fort Pierce	52,215	182
Fayetteville, N.C.	51,915	183
Lafayette, La.	51,486	184
Yakima	51,002	185
Brownsville - Harlingen	50,841	186
Johnson City - Kingsport - Bristol	50,426	187
Merced	50,301	188
Bremerton	49,138	189
Olympia	48,852	190
Augusta	48,438	191
Racine	48,071	192
Bangor	48,043	193
Lubbock	47,882	194
Amarillo	47,574	195
Charleston, W.Va.	46,853	196
Billings	46,056	197
Odessa	46,031	198
St. Cloud	45,654	199
Asheville	44,909	200
Killeen - Temple	44,542	201
Bellingham	44,414	202
Sioux Falls	44,336	203
Biloxi - Gulfport	43,759	204
Santa Fe	43,670	205
Kenosha	43,628	206
McAllen - Edinburg - Mission	43,564	207
Huntsville	43,481	208
Hickory	42,905	209
Janesville - Beloit	42,849	210
Topeka	42,807	211
Ocala	42,800	212
Eau Claire	42,289	213
Lorain - Elyria	41,915	214
Montgomery	41,750	215
Huntington - Ashland	41,358	216
Cedar Rapids	40,384	217
Niagara Falls	40,351	218
Columbus, Ga.	39,668	219
Richland - Kennewick - Pasco	39,535	220
Rochester, Minn.	39,273	221
Longview - Marshall	39,233	222
Redding	38,963	223
Lima	38,233	224
Bryan - College Station	37,878	225
Medford	37,792	226
Waco	37,201	227
Benton Harbor	37,182	228
Wilmington, N.C.	35,982	229
Muskegon	35,814	230
Provo - Orem	35,651	231
Bloomington - Normal	35,605	232
Lynchburg	35,422	233
Wichita Falls	35,345	234
Pueblo	35,308	235
Rapid City	35,141	236
Waterloo - Cedar Falls	34,648	237
Terre Haute	34,275	238
Midland, Tex.	34,253	239
Abilene	33,716	240
Muncie	33,652	241
Charlottesville	33,627	242
Glens Falls	33,596	243
State College	33,104	244
Houma - Thibodaux	32,606	245
Battle Creek	32,551	246
Jamestown - Dunkirk	32,374	247
Elkhart - Goshen	32,154	248
La Crosse	31,651	249
Yuba City	31,370	250
Athens	31,345	251
Johnstown	31,240	252
Joplin	31,032	253
Parkersburg - Marietta	30,784	254
Lafayette - West Lafayette	29,900	255
Bismarck	29,849	256
Lewiston - Auburn	29,612	257
Wheeling	29,252	258
Sioux City	29,154	259
Greeley	29,082	260
Burlington, N.C.	28,926	261
Decatur, Ill.	28,622	262
Cheyenne	28,401	263
Laredo	27,196	264
Jackson, Mich.	26,855	265
Kokomo	26,718	266
San Angelo	26,580	267
Great Falls	25,823	268
Altoona	25,789	269
Clarksville - Hopkinsville	25,362	270
Sheboygan	25,278	271
Fort Smith	25,104	272
Lake Charles	24,939	273
Tyler	24,600	274
Elmira	24,461	275
Las Cruces	24,438	276
Beaver County, Pa.	24,330	277
Albany, Ga.	24,212	278
Sharon	24,059	279
Owensboro	23,989	280
Mansfield	23,921	281
Kankakee	23,907	282
Columbia, Mo.	23,728	283
Anderson, Ind.	23,504	284
Bloomington, Ind.	23,485	285
Steubenville - Weirton	23,184	286
Williamsport	22,711	287
Vineland - Millville - Bridgeton	22,615	288
Iowa City	22,246	289
Wausau	22,041	290
Brazoria	22,018	291
St. Joseph	22,018	291
Monroe	21,941	293
Dubuque	21,839	294
Danville, Va.	21,735	295
Cumberland	21,342	296
Texarkana	21,240	297
Anderson, S.C.	20,956	298
Casper	20,226	299
Tuscaloosa	20,206	300
Lawrence, Kans.	19,743	301
Dothan	19,652	302
Fayetteville - Springdale	19,347	303
Lawton	19,297	304
Florence, S.C.	18,806	305
Jacksonville, N.C.	18,789	306
Sherman - Denison	18,100	307
Alexandria, La.	17,119	308
Florence, Ala.	16,872	309
Jackson, Tenn.	16,726	310
Pascagoula	16,724	311
Grand Forks	16,287	312
Hagerstown	15,144	313
Victoria	14,986	314
Gadsden	12,334	315
Enid	11,903	316
Decatur, Ala.	11,693	317
Anniston	10,006	318
Pine Bluff	9,254	319
Total Above Areas	60,767,773	
Percent of U.S.	85.6870	
United States Total	70,918,274	

RAI 1988

MSA	RAI	Rank
Honolulu	248	1
Santa Fe	177	2
San Francisco	174	3
Panama City	172	4
Kalamazoo	162	5
Lexington-Fayette	159	6
Boston - Lawrence - Salem - Lowell - Brockton	158	7
Anaheim - Santa Ana	150	8
Albuquerque	148	9
Cheyenne	148	9
Salinas - Seaside - Monterey	148	9
Anchorage	146	12
Fargo - Moorhead	144	13
Ann Arbor	141	14
Lafayette - West Lafayette	138	15
New York	138	15
Portland, Ore	138	15
Los Angeles - Long Beach	137	18
San Jose	137	18
Lawrence, Kans	136	20
Fort Lauderdale - Hollywood - Pompano Beach	134	21
Champaign - Urbana - Rantoul	[illegible]	22
Atlanta	131	23
Biloxi - Gulfport	131	23
San Diego	131	23
Minneapolis - St. Paul	129	26
Seattle	129	26
Louisville	128	28
Savannah	128	28
Lincoln	127	30
Owensboro	127	30
Worcester - Fitchburg - Leominster	127	30
Indianapolis	126	33
Washington	126	33
Wichita	125	35
Fort Walton Beach	124	36
Houma - Thibodaux	124	36
Atlantic City	123	38
Hartford - New Britain - Middletown - Bristol	123	38
New London - Norwich	122	40
Omaha	122	40
Portland, Me	122	40
Grand Rapids	121	43
Orlando	121	43
Bloomington, Ind	120	45
Colorado Springs	120	45
Kansas City	120	45
Knoxville	120	45
Madison	120	45
Salem, Ore	119	50
Santa Barbara - Santa Maria - Lompoc	119	50
Chicago	118	52
Green Bay	118	52
Nashville	118	52
New Haven - Waterbury - Meriden	118	52
Norfolk - Virginia Beach - Newport News	118	52
Rapid City	118	52
Wilmington, N.C	118	52
Burlington, Vt	117	59
St. Louis	117	59
Bismarck	116	61
Bridgeport - Stamford - Norwalk - Danbury	116	61
Huntsville	116	61
Vallejo - Fairfield - Napa	116	61
Baltimore	115	65
Denver	115	65
Greensboro - Winston-Salem - High Point	115	65
State College	115	65
Bloomington - Normal	114	69
Oklahoma City	114	69
Springfield, Ill	114	69
Grand Forks	113	72
Las Cruces	113	72
Raleigh - Durham	113	72
Sacramento	113	72
Santa Cruz	113	72
Springfield, Mo	113	72
Jacksonville, Fla	112	78
Muncie	112	78
Oakland	112	78
Boulder - Longmont	111	81
Dothan	111	81
Eugene - Springfield	111	81
Las Vegas	111	81
Miami - Hialeah	111	81
Tallahassee	111	81
Iowa City	110	87
Flint	109	88
Fort Wayne	109	88
Memphis	109	88
Sarasota	109	88
Columbia, S.C	108	92
Columbus, Ohio	108	92
Cumberland	108	92
Providence - Pawtucket - Woonsocket	108	92
Saginaw - Bay City - Midland	108	92
South Bend - Mishawaka	108	92
Tacoma	108	92
Wichita Falls	107	100
Clarksville - Hopkinsville	107	100
Davenport - Rock Island - Moline	107	100
Terre Haute	106	103
Bellingham	106	103
Benton Harbor	106	103
Boise	106	103
Bryan - College Station	106	103
Columbia, Mo	106	103
West Palm Beach - Boca Raton - Delray Beach	106	103
Charleston, S.C	105	109
Cincinnati	105	109
Cleveland	105	109
Columbus, Ga	105	109
Manchester - Nashua	105	109
Sioux Falls	105	109
Springfield, Mass	105	109
Detroit	104	116
Lima	104	116
Waterloo - Cedar Falls	104	116
Burlington, N.C	103	119
Fayetteville, N.C	103	119
Medford	103	119
Topeka	103	119
Albany, Ga	102	123
Dallas	102	123
Evansville	102	123
Gary - Hammond	102	123
Muskegon	102	123
Parkersburg - Marietta	102	123
Rochester, Minn	102	123
Vancouver	102	123
Jacksonville, N.C	101	131
Montgomery	101	131
Toledo	101	131
Austin	100	134
Bangor	100	134
Kokomo	100	134
La Crosse	100	134
Santa Rosa - Petaluma	100	134
Spokane	100	134
Stockton	100	134
Bremerton	99	141
Florence, Ala	99	141
Houston	99	141
Jackson, Mich	99	141
Merced	99	141
Pensacola	99	141
Tulsa	99	141
Asheville	98	148
Daytona Beach	98	148
Duluth	98	148
Fort Collins - Loveland	98	148
Lafayette, La	98	148
Melbourne - Titusville - Palm Bay	98	148
Phoenix	98	148
Reno	98	148
Bradenton	97	156
Great Falls	97	156
Joplin	97	156
Lansing - East Lansing	97	156
Reading	97	156
Roanoke	97	156
Salt Lake City - Ogden	97	156
Tucson	97	156
Appleton - Oshkosh - Neenah	96	164
Athens	96	164
Des Moines	96	164
Dubuque	96	164
El Paso	96	164
Jackson, Tenn	96	164
Lake County, Ill	96	164
Amarillo	95	171
Erie	95	171
Riverside - San Bernardino	95	171
Akron	94	174
Birmingham	94	174
Huntington - Ashland	94	174
Mobile	94	174
Portsmouth - Dover - Rochester	94	174
Tampa - St. Petersburg - Clearwater	94	174
Battle Creek	93	180
Gainesville	93	180
Hamilton - Middletown	93	180
Billings	92	183
Decatur, Ala	92	183
Gadsden	92	183
Jackson, Miss	92	183
Youngstown - Warren	92	183
Aurora - Elgin	91	188
Dayton - Springfield	91	188
Fort Smith	91	188
Peoria	91	188
Philadelphia	91	188
Pittsburgh	91	188
Richmond - Petersburg	91	188
Allentown - Bethlehem	90	195
Cedar Rapids	90	195
Eau Claire	90	195
Fort Worth - Arlington	90	195
Kankakee	90	195
Kenosha	90	195
New Orleans	90	195
Wilmington, Del	90	195
Danville, Va	89	203
Fayetteville - Springdale	89	203
Lubbock	89	203
Lynchburg	89	203
Naples	89	203
Odessa	89	203
Bakersfield	88	209
St. Joseph	88	209
San Angelo	88	209
Sioux City	88	209
Yuba City	88	209
Abilene	87	214
Casper	87	214
Fort Myers - Cape Coral	87	214
Fresno	87	214
Pueblo	87	214
Sharon	87	214
Corpus Christi	86	220
Elmira	86	220
Joliet	86	220
Macon - Warner Robins	86	220
Rockford	86	220
St. Cloud	86	220
Canton	85	226
Greenville - Spartanburg	85	226
Hickory	85	226
Sherman - Denison	85	226
Yakima	85	226
Augusta	84	231
Bergen - Passaic	84	231
Charlotte - Gastonia - Rock Hill	84	231
Chattanooga	84	231
Mansfield	84	231
Rochester, N.Y	84	231
Tuscaloosa	84	231
Charlottesville	83	238
Enid	83	238
Johnson City - Kingsport - Bristol	83	238
Killeen - Temple	83	238
Lancaster	82	242
Lawton	82	242
Little Rock - North Little Rock	82	242
Milwaukee	82	242
Waco	82	242
York	82	242
Anderson, S.C	81	248
Chico	81	248
Greeley	81	248
Pittsfield	81	248
Scranton - Wilkes-Barre	81	248
Sheboygan	81	248
Buffalo	80	254
Charleston, W.Va	80	254
Janesville - Beloit	80	254
Modesto	80	254
Oxnard - Ventura	80	254
Anniston	79	259
Elkhart - Goshen	79	259
Florence, S.C	79	259
Olympia	79	259
Provo - Orem	79	259
Racine	79	259
Redding	79	259
San Antonio	79	259
Trenton	79	259
Brownsville - Harlingen	78	268
Midland, Tex	78	268
Richland - Kennewick - Pasco	78	268
Decatur, Ill	77	271
Galveston - Texas City	77	271
Shreveport	77	271
Harrisburg - Lebanon - Carlisle	76	274
Longview - Marshall	76	274
Nassau - Suffolk	76	274
Newark	76	274
Syracuse	76	274
Wheeling	75	279
Baton Rouge	74	280
Lakeland - Winter Haven	73	281
Monmouth - Ocean	73	281
Texarkana	73	281
Lewiston - Auburn	72	284
Jamestown - Dunkirk	71	285
Binghamton	70	286
Monroe	70	286
New Bedford - Fall River - Attleboro	70	286
Beaumont - Port Arthur	69	289
Middlesex - Somerset - Hunterdon	69	289
Pascagoula	69	289
Visalia - Tulare - Porterville	69	289
Anderson, Ind	68	293
Niagara Falls	68	293
Steubenville - Weirton	68	293
Tyler	68	293
Utica - Rome	68	293
Albany - Schenectady - Troy	67	298
Glens Falls	67	298
Altoona	66	300
Victoria	66	300
Hagerstown	65	302
Lorain - Elyria	65	302
Fort Pierce	63	304
Williamsport	63	304
Ocala	62	306
McAllen - Edinburg - Mission	61	307
Poughkeepsie	60	308
Wausau	60	308
Laredo	59	310
Alexandria, La	58	311
Lake Charles	54	312
Pine Bluff	54	312
Johnstown	52	314
Jersey City	51	315
Brazoria	47	316
Orange County, N.Y	46	317
Vineland - Millville - Bridgeton	43	318
Beaver County, Pa	41	319
Total Above Areas	107	
United States Total	100	

RGI 1988

MSA	RGI	Rank
Las Vegas	549	1
Atlantic City	423	2
Reno	399	3
Orlando	169	4
Honolulu	168	5
Rochester, Minn	148	6
Bismarck	145	7
Minneapolis - St. Paul	133	8
Washington	133	8
Charleston, S.C.	126	10
Burlington, Vt.	125	11
Pascagoula	125	11
Huntsville	124	13
Grand Rapids	123	14
Tallahassee	123	14
Anchorage	122	16
Memphis	122	16
Louisville	121	18
Dallas	120	19
Middlesex - Somerset - Hunterdon	120	19
Sioux Falls	120	19
Harrisburg - Lebanon - Carlisle	119	22
Houston	119	22
Ann Arbor	118	24
Iowa City	118	24
Miami - Hialeah	118	24
Boston - Lawrence - Salem - Lowell - Brockton	117	27
Kansas City	117	27
Lancaster	117	27
Phoenix	117	27
Wilmington, Del.	117	27
Manchester - Nashua	116	32
Omaha	116	32
Augusta	115	34
Jacksonville, Fla.	115	34
Lexington-Fayette	115	34
Newark	115	34
Philadelphia	115	34
Baltimore	114	38
Lansing - East Lansing	114	39
Brazoria	113	41
Chicago	113	41
Madison	113	41
Nashville	113	41
Salt Lake City - Ogden	113	41
Springfield, Ill.	113	41
Trenton	113	41
New York	112	48
Pensacola	112	48
Atlanta	111	50
New Orleans	111	50
San Jose	111	50
West Palm Beach - Boca Raton - Delray Beach	111	50
Charlotte - Gastonia - Rock Hill	110	54
Florence, S.C.	110	54
Hartford - New Britain - Middletown - Bristol	110	54
Montgomery	110	54
Portland, Me.	110	54
Baton Rouge	109	59
Bergen - Passaic	109	59
Champaign - Urbana - Rantoul	109	59
Jersey City	109	59
Lincoln	109	59
Los Angeles - Long Beach	109	59
St. Louis	109	59
Salinas - Seaside - Monterey	109	59
San Francisco	109	59
Jackson, Miss.	108	68
Laredo	108	68
Lynchburg	108	68
Albany, Ga.	107	71
Anaheim - Santa Ana	107	71
Lafayette, La.	107	71
Richland - Kennewick - Pasco	107	71
San Diego	107	71
Cincinnati	106	76
Norfolk - Virginia Beach - Newport News	106	76
Richmond - Petersburg	106	76
Saginaw - Bay City - Midland	106	76
Savannah	106	76
Springfield, Mo.	106	76
Beaumont - Port Arthur	105	82
Boise	105	82
Casper	105	82
Decatur, Ill.	105	82
Indianapolis	105	82
Kalamazoo	105	82
Milwaukee	105	82
Binghamton	104	89
Columbia, S.C.	104	89
Hagerstown	104	89
Knoxville	104	89
Peoria	104	89
Aurora - Elgin	103	94
Bangor	103	94
Columbus, Ohio	103	94
Denver	103	94
Galveston - Texas City	103	94
Kenosha	103	94
Lake Charles	103	94
Seattle	103	94
York	103	94
Appleton - Oshkosh - Neenah	102	103
Bridgeport - Stamford - Norwalk - Danbury	102	103
Charlottesville	102	103
Cheyenne	102	103
Daytona Beach	102	103
Greensboro - Winston-Salem - High Point	102	103
Bremerton	101	109
Cleveland	101	109
Des Moines	101	109
Erie	101	109
Fayetteville, N.C.	101	109
Green Bay	101	109
Raleigh - Durham	101	109
Rochester, N.Y.	101	109
Anniston	100	117
Detroit	100	117
Johnson City - Kingsport - Bristol	100	117
Vineland - Millville - Bridgeton	100	117
Asheville	99	121
Birmingham	99	121
Cedar Rapids	99	121
El Paso	99	121
Flint	99	121
Fort Worth - Arlington	99	121
Jackson, Tenn.	99	121
Lewiston - Auburn	99	121
Little Rock - North Little Rock	99	121
Santa Fe	99	121
Sheboygan	99	121
Tampa - St. Petersburg - Clearwater	99	121
Evansville	98	133
Grand Forks	98	133
Houma - Thibodaux	98	133
Lakeland - Winter Haven	98	133
Macon - Warner Robins	98	133
Naples	98	133
New London - Norwich	98	133
Worcester - Fitchburg - Leominster	98	133
Elmira	97	141
Gainesville	97	141
Jackson, Mich.	97	141
Kankakee	97	141
Lafayette - West Lafayette	97	141
Oxnard - Ventura	97	141
Poughkeepsie	97	141
Provo - Orem	97	141
St. Joseph	97	141
Dothan	96	150
Mobile	96	150
Owensboro	96	150
Parkersburg - Marietta	96	150
Portland, Ore.	96	150
Riverside - San Bernardino	96	150
Albuquerque	95	156
Athens	95	156
Bloomington - Normal	95	156
Fort Walton Beach	95	156
Fort Wayne	95	156
Pittsburgh	95	156
Roanoke	95	156
Joliet	94	163
Santa Barbara - Santa Maria - Lompoc	94	163
Scranton - Wilkes-Barre	94	163
Shreveport	94	163
Beaver County, Pa.	93	167
Charleston, W.Va.	93	167
Dayton - Springfield	93	167
Fargo - Moorhead	93	167
Fort Lauderdale - Hollywood - Pompano Beach	93	167
Hickory	93	167
La Crosse	93	167
Lake County, Ill.	93	167
Lorain - Elyria	93	167
Midland, Tex.	93	167
Rockford	93	167
Syracuse	93	167
Vancouver	93	167
Alexandria, La.	92	180
Allentown - Bethlehem	92	180
Huntington - Ashland	92	180
Lawrence, Kans.	92	180
Oakland	92	180
Springfield, Mass.	92	180
Topeka	92	180
Biloxi - Gulfport	91	187
Chattanooga	91	187
Colorado Springs	91	187
Greenville - Spartanburg	91	187
Muskegon	91	187
Racine	91	187
Tucson	91	187
Burlington, N.C.	90	194
Davenport - Rock Island - Moline	90	194
New Haven - Waterbury - Meriden	90	194
Reading	90	194
St. Cloud	90	194
Tacoma	90	194
Terre Haute	90	194
Vallejo - Fairfield - Napa	90	194
Waterloo - Cedar Falls	90	194
Albany - Schenectady - Troy	89	203
Anderson, S.C.	89	203
Bakersfield	89	203
Battle Creek	89	203
Hamilton - Middletown	89	203
Merced	89	203
Toledo	89	203
Decatur, Ala.	88	210
Gary - Hammond	88	210
Greeley	88	210
Portsmouth - Dover - Rochester	88	210
Akron	87	214
Austin	87	214
Brownsville - Harlingen	87	214
Columbia, Mo.	87	214
San Antonio	87	214
Bradenton	86	219
Elkhart - Goshen	86	219
Melbourne - Titusville - Palm Bay	86	219
Nassau - Suffolk	86	219
Pine Bluff	86	219
Tuscaloosa	86	219
Visalia - Tulare - Porterville	86	219
Wausau	86	219
Wichita	86	219
Columbus, Ga.	85	228
Danville, Va.	85	228
Eau Claire	85	228
Killeen - Temple	85	228
Olympia	85	228
Providence - Pawtucket - Woonsocket	85	228
Sacramento	85	228
Steubenville - Weirton	85	228
Williamsport	85	228
Kokomo	84	237
McAllen - Edinburg - Mission	84	237
Ocala	84	237
Rapid City	84	237
Spokane	84	237
Yuba City	84	237
Anderson, Ind.	83	243
Gadsden	83	243
Johnstown	83	243
Lubbock	83	243
New Bedford - Fall River - Attleboro	83	243
South Bend - Mishawaka	83	243
Clarksville - Hopkinsville	82	249
Duluth	82	249
Fort Collins - Loveland	82	249
Monmouth - Ocean	82	249
Muncie	82	249
Yakima	82	249
Corpus Christi	81	255
Florence, Ala.	81	255
Fort Myers - Cape Coral	81	255
Odessa	81	255
Panama City	81	255
State College	81	255
Tulsa	81	255
Waco	81	255
Wheeling	81	255
Wilmington, N.C.	81	255
Modesto	80	265
Stockton	80	265
Bloomington, Ind.	79	267
Buffalo	79	267
Sioux City	79	267
Youngstown - Warren	79	267
Fayetteville - Springdale	78	271
Fort Pierce	78	271
Fresno	78	271
Las Cruces	78	271
Orange County, N.Y.	78	271
Sarasota	78	271
Sharon	78	271
Wichita Falls	78	271
Altoona	77	279
Eugene - Springfield	77	279
Pittsfield	77	279
Santa Rosa - Petaluma	77	279
Boulder - Longmont	76	283
Canton	76	283
Cumberland	76	283
Lawton	76	283
Lima	76	283
Texarkana	76	283
Benton Harbor	75	289
Billings	75	289
Dubuque	75	289
Janesville - Beloit	75	289
Mansfield	75	289
Abilene	74	294
Jamestown - Dunkirk	74	294
Monroe	74	294
Niagara Falls	74	294
Chico	72	298
San Angelo	72	298
Amarillo	71	300
Pueblo	71	300
Bellingham	70	302
Utica - Rome	70	302
Redding	69	304
Victoria	69	304
Bryan - College Station	68	306
Great Falls	68	306
Glens Falls	67	308
Oklahoma City	67	308
Fort Smith	66	310
Longview - Marshall	65	311
Salem, Ore.	65	311
Santa Cruz	65	311
Jacksonville, N.C.	64	314
Joplin	64	314
Medford	62	316
Tyler	62	316
Sherman - Denison	61	318
Enid	59	319
Total Above Areas	106	
United States Total	100	

POPULATION PER UNIT 1988

MSA	Pop. Per Unit	Rank
McAllen - Edinburg - Mission	1,312	1
Laredo	1,291	2
Pascagoula	1,274	3
Provo - Orem	1,238	4
Anniston	1,226	5
Bremerton	1,188	6
Johnstown	1,138	7
Lake Charles	1,129	8
El Paso	1,128	9
Killeen - Temple	1,126	10
Augusta	1,113	11
Vineland - Millville - Bridgeton	1,110	12
Huntington - Ashland	1,105	13
Beaver County, Pa.	1,103	14
Kankakee	1,101	15
Brazoria	1,099	15
Joliet	1,099	16
Johnson City - Kingsport - Bristol	1,096	18
Brownsville - Harlingen	1,091	19
Jersey City	1,091	19
Charleston, S.C.	1,079	21
Alexandria, La.	1,070	22
Greeley	1,068	23
Saginaw - Bay City - Midland	1,058	24
Ocala	1,054	25
Baton Rouge	1,053	26
Jackson, Mich.	1,049	27
Beaumont - Port Arthur	1,047	28
Pensacola	1,047	28
Montgomery	1,044	30
Hamilton - Middletown	1,041	31
Pine Bluff	1,040	32
St. Cloud	1,040	32
Louisville	1,039	34
Grand Rapids	1,037	35
Riverside - San Bernardino	1,036	36
Birmingham	1,034	37
Bismarck	1,033	38
Merced	1,029	39
Clarksville - Hopkinsville	1,027	40
Lorain - Elyria	1,024	41
Shreveport	1,022	42
Tacoma	1,020	43
Columbus, Ga.	1,013	44
Philadelphia	1,012	45
Fayetteville, N.C.	1,011	46
Gadsden	1,010	47
Lansing - East Lansing	1,009	48
Salt Lake City - Ogden	1,008	49
Huntsville	1,004	50
Jackson, Miss.	1,001	51
Kenosha	999	52
Elmira	998	53
Mobile	996	54
Houma - Thibodaux	990	55
Vancouver	989	56
Memphis	985	57
Parkersburg - Marietta	985	57
Lakeland - Winter Haven	984	59
Lewiston - Auburn	981	60
Aurora - Elgin	979	61
Lynchburg	979	61
Decatur, Ala.	977	63
Flint	974	64
Las Cruces	974	64
Dothan	971	66
Wilmington, Del.	969	67
Visalia - Tulare - Porterville	966	68
Wheeling	964	69
Albany, Ga.	961	70
Florence, Ala.	959	71
Baltimore	958	72
Middlesex - Somerset - Hunterdon	958	72
Hagerstown	957	74
Lancaster	956	75
Muskegon	952	76
Florence, S.C.	951	77
Steubenville - Weirton	950	78
Fort Pierce	948	79
Anderson, S.C.	946	80
Oxnard - Ventura	945	81
Yuba City	944	82
Newark	940	83
Binghamton	939	84
Sheboygan	939	84
Decatur, Ill.	938	86
Minneapolis - St. Paul	936	87
York	934	88
Detroit	933	89
Erie	933	89
Stockton	933	89
Tuscaloosa	933	89
Tallahassee	932	93
Wausau	929	94
Omaha	927	95
Modesto	925	96
Lawton	923	97
Jackson, Tenn.	913	98
Lafayette, La.	911	99
St. Louis	910	100
Charleston, W.Va.	909	101
Richland - Kennewick - Pasco	908	102
Sharon	904	103
Cleveland	903	104
Jacksonville, N.C.	903	104
Pittsburgh	903	104
Bakersfield	902	107
Springfield, Ill.	902	107
Kansas City	901	109
Macon - Warner Robins	901	109
Sioux Falls	900	111
Bangor	899	112
Iowa City	898	113
Racine	898	113
Columbia, S.C.	896	115
Little Rock - North Little Rock	895	116
Bradenton	893	117
Las Vegas	893	117
Peoria	893	117
Yakima	892	120
Houston	891	121
Rochester, Minn.	891	121
Harrisburg - Lebanon - Carlisle	890	123
Lake County, Ill.	890	123
Vallejo - Fairfield - Napa	888	125
Chicago	887	126
Anderson, Ind.	886	127
Texarkana	886	127
Terre Haute	885	129
Youngstown - Warren	883	130
Athens	882	131
Lawrence, Kans.	882	131
New Orleans	882	131
Olympia	882	131
Galveston - Texas City	880	135
Charlotte - Gastonia - Rock Hill	879	136
St. Joseph	879	136
Appleton - Oshkosh - Neenah	876	138
Phoenix	876	138
Champaign - Urbana - Rantoul	874	140
Bergen - Passaic	873	141
Jacksonville, Fla.	873	141
Milwaukee	871	143
Waterloo - Cedar Falls	871	143
Boise	869	145
Poughkeepsie	868	146
Gary - Hammond	[illegible]	147
Chattanooga	[illegible]	148
Midland, Tex.	865	149
Orange County, N.Y.	865	149
Worcester - Fitchburg - Leominster	865	149
Green Bay	864	152
Los Angeles - Long Beach	864	152
Allentown - Bethlehem	863	154
Nashville	863	154
Norfolk - Virginia Beach - Newport News	863	154
Rochester, N.Y.	862	157
Dayton - Springfield	859	158
Lincoln	857	159
New York	857	159
Tucson	856	161
Savannah	854	162
Cincinnati	852	163
Trenton	852	163
Akron	851	165
Davenport - Rock Island - Moline	851	165
Waco	851	165
Altoona	848	168
Greensboro - Winston-Salem - High Point	848	168
Washington	845	170
Fresno	844	171
New Bedford - Fall River - Attleboro	844	171
Bloomington - Normal	842	173
Eau Claire	842	173
Cedar Rapids	841	175
Fort Worth - Arlington	840	176
Grand Forks	840	176
Monmouth - Ocean	838	178
Biloxi - Gulfport	837	179
Danville, Va.	837	179
Reno	836	181
Indianapolis	834	182
Rockford	834	182
Scranton - Wilkes-Barre	834	182
State College	831	185
Lafayette - West Lafayette	830	186
Springfield, Mass.	830	186
Owensboro	829	188
Williamsport	829	188
Evansville	828	190
Columbus, Ohio	827	191
San Diego	827	191
Springfield, Mo.	827	191
Reading	826	194
Monroe	824	195
Richmond - Petersburg	822	196
Tampa - St. Petersburg - Clearwater	822	196
Victoria	822	196
Benton Harbor	819	199
Greenville - Spartanburg	819	199
Toledo	819	199
Colorado Springs	818	202
San Antonio	816	203
Lexington-Fayette	815	204
Kalamazoo	814	205
Chico	811	206
Orlando	810	207
Melbourne - Titusville - Palm Bay	809	208
Battle Creek	806	209
Syracuse	806	209
San Angelo	803	211
Cheyenne	799	212
Des Moines	799	212
Nassau - Suffolk	799	212
Hartford - New Britain - Middletown - Bristol	797	215
Abilene	796	216
Miami - Hialeah	796	216
Tyler	794	218
Hickory	793	219
Manchester - Nashua	793	219
Canton	792	221
Bryan - College Station	791	222
Madison	791	222
Duluth	790	224
West Palm Beach - Boca Raton - Delray Beach	787	225
Sioux City	786	226
Burlington, Vt.	785	227
Muncie	785	227
Oakland	784	229
Elkhart - Goshen	783	230
Columbia, Mo.	782	231
Corpus Christi	782	231
Spokane	782	231
Casper	781	234
Fort Wayne	781	234
Ann Arbor	780	236
Burlington, N.C.	780	236
Gainesville	779	238
Salem, Ore.	776	239
Fayetteville - Springdale	775	240
Bridgeport - Stamford - Norwalk - Danbury	773	241
Albany - Schenectady - Troy	772	242
Fort Collins - Loveland	772	242
Odessa	772	242
Lubbock	771	245
Utica - Rome	767	246
Pueblo	766	247
Atlanta	765	248
Fargo - Moorhead	765	248
Denver	764	250
Tulsa	763	251
New London - Norwich	760	252
Providence - Pawtucket - Woonsocket	760	252
Janesville - Beloit	759	254
Mansfield	759	254
Dallas	756	256
Kokomo	756	256
Bloomington, Ind.	755	258
Knoxville	752	259
San Jose	752	259
Boston - Lawrence - Salem - Lowell - Brockton	749	261
Buffalo	749	261
New Haven - Waterbury - Meriden	748	263
Raleigh - Durham	747	264
Albuquerque	745	265
Daytona Beach	745	265
Lima	745	265
Dubuque	744	268
Cumberland	742	269
Roanoke	739	270
Joplin	738	271
Salinas - Seaside - Monterey	738	271
Wichita Falls	738	271
Asheville	737	274
Fort Walton Beach	737	274
Jamestown - Dunkirk	737	274
Fort Myers - Cape Coral	735	277
Santa Rosa - Petaluma	735	277
Sherman - Denison	735	277
Charlottesville	733	280
Portsmouth - Dover - Rochester	732	281
Sacramento	729	282
Anaheim - Santa Ana	727	283
Fort Smith	726	284
Topeka	724	285
Portland, Ore.	719	286
South Bend - Mishawaka	719	286
Medford	714	288
Niagara Falls	714	288
Seattle	712	290
Honolulu	707	291
La Crosse	707	291
Sarasota	706	293
Longview - Marshall	702	294
Fort Lauderdale - Hollywood - Pompano Beach	698	295
Portland, Me.	697	296
Austin	693	297
Naples	693	297
Wichita	685	299
Eugene - Springfield	682	300
Anchorage	680	301
Santa Barbara - Santa Maria - Lompoc	667	302
Bellingham	663	303
Santa Fe	661	304
Wilmington, N.C.	661	304
Redding	659	306
Amarillo	650	307
Enid	643	308
Rapid City	624	309
Great Falls	619	310
Boulder - Longmont	617	311
Santa Cruz	610	312
Oklahoma City	608	313
Pittsfield	602	314
Panama City	595	315
Billings	578	316
San Francisco	508	317
Glens Falls	499	318
Atlantic City	451	319
Total Above Areas	846	
United States Total	856	

PER CAPITA EATING PLACE SALES 1988

MSA	Per Capita Sales	Rank
San Francisco	1,341	1
Honolulu	1,244	2
Anchorage	1,229	3
Portland, Me	1,205	4
Boston - Lawrence - Salem - Lowell - Brockton	1,064	5
Anaheim - Santa Ana	1,018	6
Atlantic City	1,011	7
Santa Barbara - Santa Maria - Lompoc	952	8
Fort Lauderdale - Hollywood - Pompano Beach	930	9
Burlington, Vt	924	10
Odessa	919	11
Seattle	919	11
Lexington-Fayette	897	13
Bridgeport - Stamford - Norwalk - Danbury	892	14
Naples	890	15
Sarasota	868	16
Orlando	854	17
Santa Fe	851	18
Washington	848	19
San Jose	846	20
Manchester - Nashua	844	21
Wilmington, N C	842	22
Hartford - New Britain - Middletown - Bristol	834	23
Houma - Thibodaux	834	23
Panama City	830	25
Boulder - Longmont	829	26
Owensboro	825	27
Portsmouth - Dover - Rochester	818	28
West Palm Beach - Boca Raton - Delray Beach	816	29
Atlanta	815	30
Knoxville	800	31
Las Vegas	782	32
New Haven - Waterbury - Meriden	780	33
Madison	775	34
Midland, Tex	774	35
Portland, Ore	772	36
Albuquerque	771	37
Bryan - College Station	771	37
Burlington, N C	770	39
San Diego	770	39
Minneapolis - St. Paul	769	41
Cheyenne	765	42
Rapid City	765	42
Bradenton	762	44
New York	760	45
New London - Norwich	754	46
Savannah	744	47
Los Angeles - Long Beach	741	48
Oklahoma City	739	49
Springfield, Mass	738	50
Fort Walton Beach	730	51
Denver	722	52
Asheville	721	53
Oakland	721	53
Lafayette, La	720	55
Phoenix	719	56
Louisville	718	57
Dallas	716	58
Omaha	716	58
Daytona Beach	715	60
Miami - Hialeah	714	61
Bergen - Passaic	713	62
Rochester, Minn	713	62
Champaign - Urbana - Rantoul	712	64
Wichita Falls	712	64
Pittsfield	700	66
Kansas City	699	67
Ann Arbor	698	68
New Orleans	694	69
Billings	693	70
Sacramento	690	71
Muncie	688	72
Abilene	686	73
Greensboro - Winston-Salem - High Point	684	74
San Angelo	684	74
Worcester - Fitchburg - Leominster	684	74
Reno	683	77
Houston	681	78
Des Moines	680	79
Providence - Pawtucket - Woonsocket	680	79
Salinas - Seaside - Monterey	680	79
Bellingham	679	82
Gainesville	678	83
Kalamazoo	677	84
Santa Cruz	675	85
Tampa - St. Petersburg - Clearwater	675	85
Lawrence, Kans	674	87
New Bedford - Fall River - Attleboro	672	88
Bangor	671	89
Topeka	669	90
Fargo - Moorhead	667	91
Toledo	663	92
Cincinnati	661	93
Lincoln	660	94
Vallejo - Fairfield - Napa	660	94
Charlottesville	657	96
Raleigh - Durham	655	97
St. Louis	654	98
Boise	653	99
Austin	650	100
Wichita	649	101
Kokomo	648	102
Roanoke	648	102
Spokane	646	104
Indianapolis	644	105
Fort Myers - Cape Coral	643	106
Reading	642	107
Tallahassee	642	107
Bismarck	640	109
Terre Haute	639	110
Galveston - Texas City	638	111
Kenosha	637	112
Nassau - Suffolk	636	113
Baltimore	635	114
Richmond - Petersburg	634	115
Springfield, Mo	630	116
Chicago	629	117
Springfield, Ill	629	117
Cleveland	627	119
Biloxi - Gulfport	625	120
Fort Worth - Arlington	624	121
Santa Rosa - Petaluma	624	121
Trenton	624	121
Norfolk - Virginia Beach - Newport News	622	124
Evansville	621	125
Columbus, Ohio	618	126
St. Joseph	618	126
Sioux Falls	617	128
Amarillo	614	129
Harrisburg - Lebanon - Carlisle	612	130
Duluth	611	131
Eugene - Springfield	610	132
Casper	609	133
Davenport - Rock Island - Moline	609	133
Green Bay	609	133
Charleston, S C	608	136
Philadelphia	605	137
Tucson	604	138
Fort Collins - Loveland	602	139
South Bend - Mishawaka	600	140
Chico	599	141
Lafayette - West Lafayette	598	142
Bloomington - Normal	597	143
Rochester, N Y	597	143
Milwaukee	596	145
Colorado Springs	595	146
State College	594	147
Jacksonville, Fla	593	148
Detroit	591	149
Fort Wayne	591	149
Tacoma	591	149
Longview - Marshall	590	152
Athens	589	153
Lynchburg	587	154
Buffalo	586	155
La Crosse	585	156
Corpus Christi	583	157
Great Falls	583	157
Charlotte - Gastonia - Rock Hill	582	159
Bakersfield	580	160
Gary - Hammond	579	161
Pittsburgh	572	162
Lansing - East Lansing	571	163
Nashville	571	163
Albany, Ga	570	165
Glens Falls	570	165
Lubbock	569	167
Columbia, S C	568	168
Grand Rapids	568	168
Iowa City	568	168
Olympia	568	168
Saginaw - Bay City - Midland	568	168
Bloomington, Ind	566	173
Lewiston - Auburn	565	174
Lancaster	564	175
Laredo	564	175
Monmouth - Ocean	562	177
Melbourne - Titusville - Palm Bay	559	178
Tulsa	559	178
Allentown - Bethlehem	557	180
Riverside - San Bernardino	556	181
San Antonio	556	181
Salt Lake City - Ogden	555	183
Akron	553	184
Enid	553	184
Greenville - Spartanburg	553	184
Middlesex - Somerset - Hunterdon	553	184
Janesville - Beloit	552	188
Syracuse	552	188
Sioux City	550	190
Joplin	549	191
Lima	549	191
Fayetteville, N C	539	193
Rockford	539	193
Erie	538	195
Flint	538	195
Eau Claire	537	197
Newark	534	198
Dayton - Springfield	533	199
Memphis	533	199
Hickory	532	201
Dubuque	530	202
Elkhart - Goshen	529	203
Huntsville	529	203
Wilmington, Del	528	205
Cedar Rapids	526	206
Dothan	526	206
Jackson, Tenn	525	208
Stockton	525	208
Fayetteville - Springdale	521	210
Pensacola	521	210
Scranton - Wilkes-Barre	520	212
Redding	518	213
Columbia, Mo	516	214
Parkersburg - Marietta	516	214
Albany - Schenectady - Troy	515	216
Chattanooga	515	216
Mobile	513	218
Pueblo	512	219
Cumberland	511	220
Vancouver	511	220
Macon - Warner Robins	510	222
Salem, Ore	510	222
Waterloo - Cedar Falls	509	224
Elmira	508	225
Charleston, W Va	507	226
Baton Rouge	505	227
Little Rock - North Little Rock	502	228
Kankakee	500	229
Victoria	499	230
Medford	496	231
Yakima	496	231
Huntington - Ashland	495	233
Bremerton	494	234
Peoria	494	234
Appleton - Oshkosh - Neenah	493	236
Canton	492	237
Waco	492	237
Brownsville - Harlingen	491	239
Modesto	490	240
Merced	489	241
Oxnard - Ventura	489	241
Yuba City	488	243
Decatur, Ill	486	244
Racine	486	244
Battle Creek	485	246
Lake County, Ill	484	247
Lakeland - Winter Haven	484	247
Danville, Va	481	249
Fresno	481	249
Aurora - Elgin	478	251
Richland - Kennewick - Pasco	476	252
Shreveport	472	253
Beaumont - Port Arthur	468	254
Sherman - Denison	467	255
Muskegon	465	256
Binghamton	464	257
Tuscaloosa	464	257
Montgomery	462	259
Texarkana	462	259
Fort Pierce	461	261
Youngstown - Warren	461	261
Benton Harbor	460	263
Lawton	460	263
York	459	265
Killeen - Temple	455	266
Poughkeepsie	455	266
Birmingham	454	268
Jamestown - Dunkirk	451	269
Florence, S C	446	270
Ocala	446	270
Grand Forks	445	272
St. Cloud	445	272
Utica - Rome	445	272
Columbus, Ga	444	275
Anderson, Ind	443	276
Monroe	443	276
Sheboygan	435	278
Visalia - Tulare - Porterville	435	278
Hamilton - Middletown	434	280
Wheeling	433	281
Clarksville - Hopkinsville	429	282
Niagara Falls	429	282
Augusta	427	284
Lake Charles	423	285
Mansfield	423	285
Jackson, Miss	420	287
El Paso	419	288
Johnson City - Kingsport - Bristol	418	289
Las Cruces	413	290
Anderson, S C	412	291
Fort Smith	412	291
Altoona	410	293
Sharon	409	294
Florence, Ala	408	295
Decatur, Ala	406	296
Williamsport	406	296
Jacksonville, N C	405	298
Tyler	404	299
Gadsden	401	300
Steubenville - Weirton	399	301
Greeley	391	302
Orange County, N Y	379	303
Pascagoula	377	304
Jackson, Mich	372	305
Joliet	368	306
Alexandria, La	360	307
Jersey City	360	307
Lorain - Elyria	350	309
Wausau	346	310
McAllen - Edinburg - Mission	344	311
Brazoria	333	312
Hagerstown	318	313
Vineland - Millville - Bridgeton	317	314
Provo - Orem	315	315
Pine Bluff	310	316
Beaver County, Pa	278	317
Anniston	270	318
Johnstown	270	318
Total Above Areas	667	
United States Total	603	

PER CAPITA FAST FOOD SALES 1988

MSA	Per Capita Sales	Rank
Owensboro	460	1
Lexington-Fayette	452	2
Wilmington, N.C.	443	3
Honolulu	423	4
Burlington, N.C.	406	5
Odessa	403	6
Portland, Me.	395	7
Santa Fe	386	8
Louisville	384	9
Savannah	381	10
Asheville	380	11
Atlanta	377	12
Naples	374	13
Knoxville	369	14
Anchorage	364	15
Anaheim - Santa Ana	357	16
Oklahoma City	341	17
Midland, Tex.	339	18
Bryan - College Station	338	19
Lawrence, Kans.	338	19
Topeka	336	21
Biloxi - Gulfport	333	22
San Jose	331	23
Dothan	329	24
Orlando	327	25
Muncie	325	26
Greensboro - Winston-Salem - High Point	322	27
Huntington - Ashland	321	28
Evansville	319	29
Raleigh - Durham	319	29
Kansas City	317	31
Charlotte - Gastonia - Rock Hill	316	32
Albuquerque	315	33
Wichita Falls	312	34
Greenville - Spartanburg	309	35
Richmond - Petersburg	308	36
Atlantic City	307	37
Kokomo	306	38
San Francisco	306	38
Omaha	304	40
Athens	302	41
Panama City	302	41
Terre Haute	302	41
Abilene	301	44
Columbia, S.C.	301	44
Indianapolis	300	46
San Angelo	300	46
Wichita	300	46
St. Louis	299	49
Lafayette, La.	298	50
Springfield, Mo.	297	51
Charlottesville	295	52
Cheyenne	295	52
Des Moines	295	52
Fayetteville - Springdale	295	52
Houma - Thibodaux	294	56
Washington	294	56
Columbus, Ohio	293	58
Albany, Ga.	292	59
Sacramento	291	60
Roanoke	290	61
Madison	289	62
Charleston, S.C.	288	63
Dallas	287	64
Hurtsville	287	64
Fort Worth - Arlington	285	66
Fayetteville, N.C.	284	67
Hickory	284	67
Jacksonville, Fla.	284	67
Davenport - Rock Island - Moline	283	70
Lafayette - West Lafayette	283	70
Austin	281	72
Lincoln	281	72
Oakland	281	72
Eugene - Springfield	280	75
Galveston - Texas City	280	75
Norfolk - Virginia Beach - Newport News	280	75
Champaign - Urbana - Rantoul	279	78
Santa Barbara - Santa Maria - Lompoc	278	79
Seattle	278	79
Bradenton	277	81
Santa Cruz	277	81
Vallejo - Fairfield - Napa	276	83
Charleston, W.Va.	275	84
St. Joseph	275	84
Boston - Lawrence - Salem - Lowell - Brockton	274	86
Corpus Christi	274	86
Gary - Hammond	274	86
Memphis	274	86
Tulsa	274	86
Boulder - Longmont	273	91
Ann Arbor	271	92
Amarillo	269	93
Baton Rouge	269	93
Cincinnati	269	93
Enid	269	93
San Diego	269	93
Daytona Beach	268	98
Bloomington, Ind.	267	99
Kalamazoo	267	99
Fort Lauderdale - Hollywood - Pompano Beach	266	101
Fort Walton Beach	266	101
Bismarck	265	103
Little Rock - North Little Rock	265	103
Mobile	265	103
Las Vegas	264	106
Lynchburg	263	107
Macon - Warner Robins	263	107
Tuscaloosa	263	107
Chattanooga	262	110
Dayton - Springfield	262	110
Fargo - Moorhead	262	110
Houston	262	110
Jackson, Tenn.	262	110
New Haven - Waterbury - Meriden	262	110
Parkersburg - Marietta	262	110
Montgomery	261	117
New London - Norwich	260	118
Portland, Ore.	260	118
Stockton	260	118
Lansing - East Lansing	258	121
Longview - Marshall	258	121
Manchester - Nashua	257	123
Hartford - New Britain - Middletown - Bristol	256	124
New Orleans	256	124
Billings	255	126
New Bedford - Fall River - Attleboro	255	126
Pensacola	255	126
Rapid City	255	126
Bangor	254	130
Colorado Springs	254	130
Decatur, Ala.	254	130
Spokane	253	133
Baltimore	252	134
Boise	252	134
Lubbock	252	134
Minneapolis - St. Paul	252	134
Salt Lake City - Ogden	252	134
Bakersfield	251	139
Phoenix	251	139
Riverside - San Bernardino	251	139
Toledo	251	139
Burlington, Vt.	250	143
Elkhart - Goshen	250	143
Lakeland - Winter Haven	250	143
Gainesville	249	146
Tampa - St. Petersburg - Clearwater	249	146
Iowa City	248	148
Los Angeles - Long Beach	248	148
Laredo	247	150
Springfield, Ill.	247	150
Johnson City - Kingsport - Bristol	246	152
Joplin	245	153
Casper	244	154
South Bend - Mishawaka	244	154
Lima	243	156
Reading	243	156
Tucson	242	158
Modesto	240	159
Rochester, Minn.	240	159
Santa Rosa - Petaluma	240	159
Sioux City	239	162
Birmingham	238	163
Cleveland	237	164
Harrisburg - Lebanon - Carlisle	235	165
Reno	235	165
Tallahassee	235	165
Bloomington - Normal	234	168
Nashville	234	168
Portsmouth - Dover - Rochester	234	168
Flint	233	171
Erie	232	172
Fort Smith	232	172
Shreveport	232	172
Bellingham	231	175
Dubuque	231	175
Florence, Ala.	231	175
Miami - Hialeah	231	175
San Antonio	231	175
Cedar Rapids	230	180
Columbia, Mo.	230	180
Columbus, Ga.	230	180
Visalia - Tulare - Porterville	230	180
Wilmington, Del.	229	184
Augusta	228	185
Florence, S.C.	228	185
Gadsden	227	187
Lawton	224	188
Tacoma	224	188
Kenosha	222	190
Bridgeport - Stamford - Norwalk - Danbury	221	191
Saginaw - Bay City - Midland	221	191
Sarasota	221	191
Waterloo - Cedar Falls	221	191
Denver	220	195
Detroit	220	195
Chicago	219	197
Clarksville - Hopkinsville	219	197
Fresno	219	197
Melbourne - Titusville - Palm Bay	219	197
Texarkana	219	197
Victoria	219	197
Rockford	218	203
Sioux Falls	218	203
Wheeling	217	205
Danville, Va.	216	206
Waco	216	206
Youngstown - Warren	216	206
Akron	215	209
Brownsville - Harlingen	215	209
Fort Myers - Cape Coral	215	209
Salinas - Seaside - Monterey	215	209
Springfield, Mass.	215	209
State College	215	209
Vancouver	215	209
Chico	214	216
Cumberland	214	216
Great Falls	214	216
Jackson, Miss.	214	216
Lewiston - Auburn	214	216
Providence - Pawtucket - Woonsocket	214	216
Jacksonville, N.C.	213	222
Canton	212	223
Green Bay	212	223
Anderson, S.C.	211	225
Fort Wayne	211	225
Milwaukee	211	225
Peoria	211	225
Salem, Ore.	211	225
West Palm Beach - Boca Raton - Delray Beach	210	230
Anderson, Ind.	209	231
Beaumont - Port Arthur	206	232
Sherman - Denison	205	233
La Crosse	204	234
Philadelphia	204	234
Duluth	202	236
Pascagoula	201	237
Pittsfield	200	238
Steubenville - Weirton	200	238
Killeen - Temple	199	240
Buffalo	197	241
Kankakee	196	242
Fort Collins - Loveland	195	243
Grand Rapids	195	243
Fort Pierce	194	245
Olympia	193	246
Pittsburgh	193	246
El Paso	192	248
Hamilton - Middletown	192	248
Janesville - Beloit	192	248
Decatur, Ill.	191	251
Lancaster	191	251
Allentown - Bethlehem	190	253
Battle Creek	188	254
Eau Claire	188	254
Mansfield	187	256
Appleton - Oshkosh - Neenah	186	257
Rochester, N.Y.	186	257
Redding	185	259
Grand Forks	184	260
Medford	184	260
Monroe	184	260
Scranton - Wilkes Barre	184	260
Merced	183	264
Trenton	182	265
Bergen - Passaic	181	266
Muskegon	181	266
Oxnard - Ventura	180	268
Worcester - Fitchburg - Leominster	180	268
Benton Harbor	179	270
Brazoria	179	270
York	179	270
Las Cruces	178	273
Syracuse	177	274
Tyler	177	274
Lake Charles	176	276
Pine Bluff	176	276
Aurora - Elgin	175	278
Nassau - Suffolk	175	278
Monmouth - Ocean	174	280
Yuba City	174	280
New York	171	282
Racine	169	283
Yakima	169	283
Albany - Schenectady - Troy	168	285
Bremerton	168	285
Pueblo	166	287
Binghamton	165	288
Jamestown - Dunkirk	164	289
Lake County, Ill.	164	289
Middlesex - Somerset - Hunterdon	163	291
Ocala	162	292
Richland - Kennewick - Pasco	162	292
Glens Falls	154	294
Lorain - Elyria	154	294
Anniston	153	296
Joliet	152	297
Sheboygan	152	297
Alexandria, La.	150	299
Niagara Falls	150	299
St. Cloud	150	299
Altoona	149	302
Sharon	148	303
Newark	147	304
Williamsport	147	304
Jackson, Mich.	144	306
McAllen - Edinburg - Mission	144	306
Provo - Orem	144	306
Utica - Rome	143	309
Elmira	137	310
Orange County, N.Y.	134	311
Hagerstown	129	312
Johnstown	128	313
Greeley	127	314
Beaver County, Pa.	123	315
Poughkeepsie	123	315
Wausau	121	317
Jersey City	119	318
Vineland - Millville - Bridgeton	95	319
Total Above Areas	247	
United States Total	230	

PER CAPITA RESTAURANT SALES 1988

MSA	Per Capita Sales	Rank
San Francisco	806	1
Portland, Me	698	2
Honolulu	629	3
Santa Barbara - Santa Maria - Lompoc	608	4
Atlantic City	566	5
Anaheim - Santa Ana	563	6
Boston - Lawrence - Salem - Lowell - Brockton	562	7
Sarasota	561	8
Burlington, Vt	538	9
Fort Lauderdale - Hollywood - Pompano Beach	537	10
West Palm Beach - Boca Raton - Delray Beach	523	11
Bridgeport - Stamford - Norwalk - Danbury	496	12
Seattle	495	13
Portsmouth - Dover - Rochester	488	14
Manchester - Nashua	478	15
Boulder - Longmont	471	16
Anchorage	458	17
Madison	451	18
Naples	443	19
Salinas - Seaside - Monterey	442	20
Rapid City	440	21
Orlando	434	22
New London - Norwich	429	23
San Jose	425	24
Portland, Ore	424	25
Pittsfield	422	26
Minneapolis - St. Paul	420	27
Panama City	420	27
Springfield, Mass	417	29
San Diego	414	30
New Haven - Waterbury - Meriden	411	31
New York	411	31
Los Angeles - Long Beach	397	33
Rochester, Minn	397	33
Hartford - New Britain - Middletown - Bristol	395	35
Billings	391	36
Santa Fe	389	37
Bradenton	385	38
Fort Myers - Cape Coral	383	39
Denver	382	40
Reno	381	41
Cheyenne	378	42
Worcester - Fitchburg - Leominster	378	42
Washington	376	44
Bellingham	374	45
Oakland	374	45
Providence - Pawtucket - Woonsocket	373	47
Fort Walton Beach	369	48
Bergen - Passaic	368	49
Las Vegas	366	50
Duluth	364	51
Phoenix	364	51
Odessa	362	53
Kenosha	358	54
Fargo - Moorhead	353	55
Daytona Beach	350	56
Miami - Hialeah	350	56
Vallejo - Fairfield - Napa	350	56
Omaha	349	59
Albuquerque	348	60
Sioux Falls	347	61
Reading	346	62
Bangor	345	63
Santa Cruz	345	63
Sacramento	343	65
Gainesville	342	66
Green Bay	342	66
Ann Arbor	336	68
Champaign - Urbana - Rantoul	336	68
Lancaster	335	70
Santa Rosa - Petaluma	334	71
Knoxville	333	72
Bismarck	332	73
Boise	332	73
Spokane	331	75
Tacoma	330	76
Tampa - St. Petersburg - Clearwater	330	76
Great Falls	329	78
La Crosse	329	78
Lexington-Fayette	329	78
Tallahassee	325	81
Toledo	325	81
Fort Collins - Loveland	322	83
New Bedford - Fall River - Attleboro	322	83
Chico	321	85
Lincoln	321	85
Fort Wayne	320	87
Milwaukee	319	88
Monmouth - Ocean	319	88
Olympia	313	90
Trenton	313	90
Chicago	312	92
Janesville - Beloit	310	93
Nassau - Suffolk	310	93
Rochester, N.Y	307	95
Casper	305	96
Atlanta	304	97
Cleveland	304	97
Midland, Tex	304	97
South Bend - Mishawaka	304	97
Bryan - College Station	303	101
Eau Claire	303	101
Wilmington, N.C	303	101
Kalamazoo	302	104
Kansas City	302	104
Cincinnati	301	106
Springfield, Ill	297	107
Dallas	294	108
Middlesex - Somerset - Hunterdon	294	108
Glens Falls	293	110
Houston	291	111
Grand Rapids	290	112
Lewiston - Auburn	290	112
New Orleans	290	112
Akron	289	115
Syracuse	289	115
Bakersfield	287	117
Merced	287	117
Eugene - Springfield	286	119
Des Moines	285	120
Detroit	285	120
Harrisburg - Lebanon - Carlisle	285	120
Tucson	284	123
Bloomington - Normal	282	124
Pittsburgh	282	124
Albany - Schenectady - Troy	281	126
State College	281	126
Oxnard - Ventura	280	128
Wichita Falls	280	128
Austin	279	130
Philadelphia	279	130
Muncie	278	132
Redding	278	132
Saginaw - Bay City - Midland	278	132
Burlington, N.C	277	135
Buffalo	274	136
Oklahoma City	274	136
Pueblo	274	136
Yakima	274	136
Norfolk - Virginia Beach - Newport News	273	140
Owensboro	273	140
Racine	273	140
Riverside - San Bernardino	273	140
Bremerton	272	144
Abilene	270	145
San Angelo	269	146
Charlottesville	267	147
Rockford	266	148
Vancouver	266	148
Savannah	265	150
Lawrence, Kans	263	151
Melbourne - Titusville - Palm Bay	263	151
Nashville	263	151
Roanoke	263	151
Kokomo	262	155
Medford	262	155
Richland - Kennewick - Pasco	262	155
Topeka	262	155
Yuba City	262	155
Elmira	261	160
Asheville	259	161
Iowa City	258	162
Terre Haute	258	162
Wichita	258	162
Lake County, Ill	257	165
Binghamton	256	166
St. Joseph	256	166
Lansing - East Lansing	254	168
Allentown - Bethlehem	252	169
Sioux City	252	169
Colorado Springs	251	171
Columbus, Ohio	251	171
Galveston - Texas City	251	171
Louisville	250	174
Canton	248	175
Davenport - Rock Island - Moline	248	175
St. Cloud	248	175
St. Louis	248	175
Wilmington, Del	248	175
Baltimore	246	180
Richmond - Petersburg	246	180
Newark	245	182
Peoria	245	182
Sheboygan	245	182
Indianapolis	244	185
Raleigh - Durham	243	186
Gary - Hammond	242	187
Lafayette - West Lafayette	242	187
Lafayette, La	242	187
Amarillo	241	190
Dubuque	241	190
Jacksonville, Fla	241	190
Lima	241	190
Salt Lake City - Ogden	241	190
Stockton	241	190
Appleton - Oshkosh - Neenah	240	196
Cedar Rapids	239	197
Erie	238	198
Lynchburg	238	198
Corpus Christi	237	200
Evansville	236	201
Fresno	236	201
Greensboro - Winston-Salem - High Point	236	201
Kankakee	236	201
Fort Worth - Arlington	234	205
Salem, Ore	234	205
Battle Creek	233	207
Poughkeepsie	233	207
Waterloo - Cedar Falls	233	207
Longview - Marshall	232	210
Scranton - Wilkes-Barre	232	210
Springfield, Mo	232	210
Grand Forks	231	213
Decatur, Ill	230	214
Flint	230	214
Fort Pierce	230	214
Bloomington, Ind	229	217
Aurora - Elgin	227	218
Joplin	227	218
Ocala	226	220
Jamestown - Dunkirk	224	221
Muskegon	224	221
Laredo	222	223
Benton Harbor	221	224
Utica - Rome	219	225
York	216	226
Columbia, Mo	214	227
Elkhart - Goshen	214	227
Biloxi - Gulfport	213	229
Jackson, Tenn	213	229
Lubbock	213	229
Modesto	213	229
Athens	210	233
Greeley	210	233
Cumberland	207	235
Dayton - Springfield	206	236
Chattanooga	204	237
San Antonio	204	237
Albany, Ga	203	239
Charlotte - Gastonia - Rock Hill	203	239
Orange County, N.Y	198	241
Lakeland - Winter Haven	197	242
Victoria	196	243
Danville, Va	195	244
Enid	195	244
Parkersburg - Marietta	195	244
Wausau	195	244
Altoona	194	248
Fayetteville, N.C	194	248
Brownsville - Harlingen	193	250
Sharon	193	250
Waco	193	250
Williamsport	192	253
Hickory	191	254
Hamilton - Middletown	190	255
Beaumont - Port Arthur	189	256
Charleston, S.C	189	256
Tulsa	188	258
Youngstown - Warren	188	258
Las Cruces	187	260
Columbia, S.C	186	261
Mansfield	185	262
Niagara Falls	185	262
Visalia - Tulare - Porterville	185	262
Sherman - Denison	184	265
Memphis	182	266
Pensacola	182	266
Jersey City	181	268
Macon - Warner Robins	181	268
Shreveport	181	268
Huntsville	180	271
Joliet	180	271
Anderson, Ind	179	273
Jackson, Mich	179	273
Killeen - Temple	179	273
Houma - Thibodaux	177	276
Charleston, W.Va	176	277
Greenville - Spartanburg	176	277
Little Rock - North Little Rock	176	277
Texarkana	174	280
Fayetteville - Springdale	172	281
Wheeling	167	282
Mobile	163	283
Lawton	162	284
Vineland - Millville - Bridgeton	162	284
Baton Rouge	159	286
Clarksville - Hopkinsville	159	286
Tyler	159	286
Columbus, Ga	155	289
El Paso	155	289
Florence, S.C	155	289
Steubenville - Weirton	154	292
Lorain - Elyria	153	293
Monroe	151	294
Dothan	148	295
Jackson, Miss	147	296
Jacksonville, N.C	146	297
Lake Charles	144	298
Anderson, S.C	143	299
Provo - Orem	143	299
Birmingham	142	301
Fort Smith	137	302
Montgomery	137	302
Tuscaloosa	137	302
Hagerstown	131	305
Pascagoula	129	306
Beaver County, Pa	127	307
Huntington - Ashland	125	308
Alexandria, La	123	309
Johnstown	123	309
Florence, Ala	121	311
Augusta	120	312
Gadsden	119	313
McAllen - Edinburg - Mission	116	314
Decatur, Ala	114	315
Brazoria	112	316
Johnson City - Kingsport - Bristol	112	316
Pine Bluff	102	318
Anniston	80	319
Total Above Areas	316	
United States Total	286	

For more information on National Dairy Circle Number 140 →

TOTAL POPULATION 1988

ADI	Population	Rank
New York	18,692.0	1
Los Angeles	12,940.0	2
Chicago	8,578.5	3
Philadelphia	7,243.3	4
San Francisco - Oakland - San Jose	5,658.5	5
Boston	5,582.5	6
Detroit	4,670.2	7
Dallas - Ft. Worth	4,510.1	8
Washington, D.C.	4,490.8	9
Houston	3,949.1	10
Cleveland	3,815.8	11
Atlanta	3,640.2	12
Minneapolis - St. Paul	3,550.8	13
Seattle - Tacoma	3,288.4	14
Miami	3,141.4	15
Tampa - St. Petersburg (sarasota)	3,086.1	16
St. Louis	3,053.3	17
Pittsburgh	3,051.3	18
Sacramento - Stockton	2,862.9	19
Denver	2,661.6	20
Baltimore	2,539.8	21
Phoenix	2,519.6	22
Hartford - New Haven	2,435.7	23
San Diego	2,382.0	24
Indianapolis	2,296.9	25
Orlando - Daytona Beach - Melbourne	2,112.1	26
Portland, Ore.	2,104.5	27
Milwaukee	2,021.6	28
Cincinnati	1,988.9	29
Kansas City	1,985.8	30
Charlotte	1,920.7	31
Nashville	1,898.1	32
Salt Lake City	1,891.4	33
Raleigh - Durham	1,867.8	34
Columbus, Ohio	1,791.2	35
New Orleans	1,769.7	36
Grand Rapids - Kalamazoo - Battle Creek	1,712.5	37
Greenville - Spartanburg - Asheville	1,687.1	38
Buffalo	1,678.1	39
San Antonio	1,677.8	40
Memphis	1,677.5	41
Norfolk - Portsmouth - Newport News - Hampton	1,641.0	42
Oklahoma City	1,565.7	43
Providence - New Bedford	1,507.3	44
Louisville	1,489.5	45
Harrisburg - York - Lancaster - Lebanon	1,470.6	46
Albuquerque	1,448.4	47
Charleston - Huntington	1,414.0	48
Birmingham	1,360.5	49
Greensboro - Winston-Salem - High Point	1,333.9	50
Dayton	1,316.5	51
Albany - Schenectady - Troy	1,307.5	52
Wilkes-Barre - Scranton	1,297.2	53
Fresno - Visalia	1,278.6	54
Mobile - Pensacula	1,275.3	55
Flint - Saginaw - Bay City	1,266.2	56
Little Rock	1,255.1	57
Richmond	1,226.3	58
Jacksonville	1,226.0	59
Tulsa	1,199.6	60
West Palm Beach - Ft. Pierce - Vero Beach	1,179.7	61
Wichita - Hutchinson	1,121.6	62
Shreveport - Texarkana	1,113.8	63
Toledo	1,104.7	64
Knoxville	1,063.7	65
Green Bay - Appleton	1,025.2	66
Roanoke - Lynchburg	1,019.7	67
Lexington	997.6	68
Palm Springs	990.0	69
Des Moines	967.3	70
Rochester, N.Y.	952.4	71
Syracuse	949.0	72
Omaha	934.4	73
Austin, Tex.	911.3	74
Springfield - Decatur - Champaign	881.8	75
Portland - Poland Spring	870.0	76
Paducah - Cape Girardeau - Harrisburg - Marion	860.9	77
Spokane	854.9	78
Davenport - Rock Island - Moline	830.1	79
Columbia, S.C.	829.7	80
Jackson, Miss.	828.4	81
Cedar Rapids - Waterloo - Dubuque	819.8	82
Huntsville - Decatur - Florence	807.0	83
South Bend - Elkhart	803.2	84
Springfield, Mo.	787.2	85
Chattanodga	786.4	86
Tucson	784.6	87
Johnstown - Altoona	775.3	88
Bristol - Kingsport - Johnson City	774.1	89
Baton Rouge	752.7	90
Youngstown	744.1	91
Burlington - Plattsburgh	722.0	92
El Paso	716.8	93
Madison	705.3	94
Evansville	704.0	95
McAllen - Brownsville	696.5	96
Waco - Temple - Bryan	688.2	97
Las Vegas	661.7	98
Springfield, Mass.	659.9	99
Lincoln - Hastings - Kearney	654.8	100
Savannah	651.9	101
Charleston, S.C.	638.9	102
Ft. Wayne	637.9	103
Lansing	631.8	104
Colorado Springs - Pueblo	626.9	105
Sioux Falls - Mitchell	626.4	106
Greenville - New Bern - Washington	623.6	107
Salinas - Monterey	621.0	108
Montgomery - Selma	606.4	109
Fargo	595.6	110
Augusta	592.7	111
Lafayette, La.	570.0	112
Ft. Myers - Naples	566.8	113
Peoria - Bloomington	559.2	114
Santa Barbara - Santa Maria - San Luis Obispo	554.9	115
Corpus Christi	526.6	116
Tallahassee - Thomasville	523.1	117
Ft. Smith	519.5	118
Bakersfield	519.4	119
Monroe - El Dorado	518.6	120
Columbus, Ga.	514.1	121
Amarillo	499.9	122
Macon	499.2	123
Eugene	491.5	124
Yakima	479.0	125
Tyler - Longview	467.4	126
Columbus - Tupelo	459.5	127
Beaumont - Port Arthur	457.6	128
La Crosse - Eau Claire	455.0	129
Duluth - Superior	451.1	130
Wichita Falls - Lawton	445.7	131
Wausau - Rhinelander	445.2	132
Binghamton	434.3	133
Traverse City - Cadillac	433.4	134
Boise	428.0	135
Terre Haute	427.6	136
Florence, S.C.	425.4	137
Erie	421.6	138
Rockford	415.1	139
Reno	414.4	140
Wheeling - Steubenville	413.4	141
Bluefield - Beckley - Oak Hill	412.2	142
Sioux City	410.4	143
Topeka	404.7	144
Minot - Bismarck - Dickinson	402.1	145
Chico - Redding	401.5	146
Albany, Ga.	401.2	147
Odessa - Midland	395.0	148
Wilmington	392.5	149
Lubbock	392.1	150
Utica	382.3	151
Joplin - Pittsburg	370.7	152
Columbia - Jefferson City	370.6	153
Rochester - Mason City - Austin	368.0	154
Medford	355.4	155
Quincy - Hannibal	321.3	156
Bangor	318.0	157
Idaho Falls - Pocatello	313.0	158
Abilene - Sweetwater	310.7	159
Clarksburg - Weston	290.7	160
Dothan	286.8	161
Alexandria, La.	261.4	162
Greenwood - Greenville	253.0	163
Laurel - Hattiesburg	251.6	164
Salisbury	246.9	165
Watertown - Carthage	239.5	166
Rapid City	235.7	167
Elmira	234.9	168
Gainesville	227.3	169
Billings - Hardin	222.1	170
Lake Charles	216.0	171
Panama City	212.4	172
El Centro - Yuma	206.4	173
Missoula	203.4	174
Ardmore - Ada	196.4	175
Jonesboro	196.3	176
Meridian	185.4	177
Biloxi - Gulfport - Pascagoula	182.9	178
Grand Junction - Durango	174.8	179
Great Falls	173.0	180
Marquette	156.5	181
Jackson, Tenn.	153.8	182
Tuscaloosa	147.4	183
Eureka	136.6	184
San Angelo	132.4	185
Laredo	131.4	186
Butte	127.8	187
St. Joseph	125.9	188
Anniston	125.3	189
Lafayette, Ind.	123.7	190
Bowling Green	120.5	191
Hagerstown	115.8	192
Casper - Riverton	115.1	193
Lima	113.6	194
Cheyenne - Scottsbluff	113.0	195
Charlottesville	105.0	196
Harrisonburg	103.8	197
Flagstaff	94.0	198
Parkersburg	92.0	199
Presque Isle	86.1	200
Twin Falls	85.6	201
Zanesville	85.0	202
Victoria	76.4	203
Ottumwa - Kirksville	75.2	204
Bend	71.4	205
Mankato	62.3	206
Helena	48.3	207
North Platte	47.8	208
Alpena	42.1	209
Total U.S. ADIs	246,277.6	

PER CAPITA EFFECTIVE BUYING INCOME 1988

ADI	Per Capita EBI	Rank
San Francisco - Oakland - San Jose	17,834	1
Washington, D.C.	16,814	2
Boston	16,094	3
New York	15,740	4
Hartford - New Haven	15,579	5
San Diego	15,175	6
Los Angeles	15,021	7
West Palm Beach - Ft. Pierce - Vero Beach	14,992	8
Santa Barbara - Santa Maria - San Luis Obispo	14,192	9
Seattle - Tacoma	14,141	10
Philadelphia	13,897	11
Chicago	13,613	12
Miami	13,573	13
Rochester, N.Y.	13,547	14
Salinas - Monterey	13,504	15
Charlottesville	13,394	16
Reno	13,368	17
Sacramento - Stockton	13,071	18
Peoria - Bloomington	13,062	19
Baltimore	13,052	20
Minneapolis - St. Paul	12,996	21
Milwaukee	12,990	22
Palm Springs	12,974	23
Ft. Myers - Naples	12,941	24
Detroit	12,916	25
Las Vegas	12,879	26
Springfield, Mass.	12,860	27
Providence - New Bedford	12,758	28
Atlanta	12,706	29
Kansas City	12,636	30
Dallas - Ft. Worth	12,562	31
Harrisburg - York - Lancaster - Lebanon	12,523	32
Albany - Schenectady - Troy	12,490	33
Denver	12,437	34
Rockford	12,375	35
Richmond	12,320	36
Portland - Poland Spring	12,311	37
St. Louis	12,302	38
Bakersfield	12,297	39
Madison	12,212	40
Tampa - St. Petersburg (sarasota)	12,204	41
Houston	12,141	42
Omaha	12,043	43
Phoenix	12,041	44
Portland, Ore.	12,017	45
Wichita - Hutchinson	11,932	46
Orlando - Daytona Beach - Melbourne	11,868	47
Syracuse	11,833	48
Cleveland	11,819	49
Dayton	11,747	50
Cincinnati	11,745	51
Grand Rapids - Kalamazoo - Battle Creek	11,697	52
Austin, Tex.	11,569	53
Springfield - Decatur - Champaign	11,562	54
Greensboro - Winston-Salem - High Point	11,551	55
Davenport - Rock Island - Moline	11,538	56
Pittsburgh	11,520	57
Eureka	11,485	58
Binghamton	11,479	59
Norfolk - Portsmouth - Newport News - Hampton	11,415	60
Indianapolis	11,408	61
Toledo	11,399	62
Lansing	11,379	63
Topeka	11,338	64
Jacksonville	11,333	65
Columbus, Ohio	11,240	66
Charlotte	11,195	67
Erie	11,179	68
Odessa - Midland	11,166	69
Lafayette, Ind.	11,150	70
Des Moines	11,138	71
Yakima	11,132	72
Buffalo	11,066	73
Burlington - Plattsburgh	11,061	74
Helena	10,964	75
Green Bay - Appleton	10,957	76
Fresno - Visalia	10,947	77
Nashville	10,941	78
Cedar Rapids - Waterloo - Dubuque	10,886	79
Ft. Wayne	10,872	80
Rochester - Mason City - Austin	10,864	81
Lincoln - Hastings - Kearney	10,849	82
Raleigh - Durham	10,813	83
Beaumont - Port Arthur	10,809	84
Lima	10,807	85
St. Joseph	10,798	86
Youngstown	10,798	86
Chico - Redding	10,758	88
South Bend - Elkhart	10,731	89
Roanoke - Lynchburg	10,729	90
Columbia - Jefferson City	10,582	91
Utica	10,582	91
Hagerstown	10,560	93
Evansville	10,556	94
North Platte	10,529	95
Louisville	10,460	96
Flint - Saginaw - Bay City	10,455	97
Wausau - Rhinelander	10,441	98
Salisbury	10,410	99
Gainesville	10,344	100
Wilkes-Barre - Scranton	10,319	101
Columbia, S.C.	10,317	102
La Crosse - Eau Claire	10,312	103
Spokane	10,287	104
Tucson	10,280	105
Eugene	10,247	106
Mobile - Pensacola	10,239	107
Macon	10,237	108
San Angelo	10,236	109
Parkersburg	10,221	110
Huntsville - Decatur - Florence	10,166	111
Elmira	10,165	112
Bangor	10,118	113
Duluth - Superior	10,116	114
Colorado Springs - Pueblo	10,103	115
Terre Haute	10,088	116
Grand Junction - Durango	10,036	117
Mankato	10,022	118
Boise	10,017	119
Tyler - Longview	10,014	120
Amarillo	9,984	121
Victoria	9,978	122
Greenville - Spartanburg - Asheville	9,939	123
Rapid City	9,902	124
Biloxi - Gulfport - Pascagoula	9,868	125
Billings - Hardin	9,865	126
Chattanooga	9,864	127
Savannah	9,842	128
Knoxville	9,824	129
Great Falls	9,770	130
Bristol - Kingsport - Johnson City	9,762	131
Alpena	9,750	132
Minot - Bismarck - Dickinson	9,739	133
Oklahoma City	9,702	134
Missoula	9,687	135
Butte	9,677	136
Fargo	9,675	137
Casper - Riverton	9,668	138
Birmingham	9,665	139
Waco - Temple - Bryan	9,648	140
Presque Isle	9,623	141
Tallahassee - Thomasville	9,615	142
Sioux Falls - Mitchell	9,609	143
Little Rock	9,603	144
Augusta	9,564	145
New Orleans	9,526	146
Quincy - Hannibal	9,519	147
Bend	9,492	148
Wheeling - Steubenville	9,485	149
Jackson, Tenn.	9,464	150
Johnstown - Altoona	9,463	151
Cheyenne - Scottsbluff	9,457	152
Harrisonburg	9,449	153
Medford	9,436	154
San Antonio	9,426	155
Tulsa	9,361	156
Memphis	9,344	157
Ft. Smith	9,336	158
Lake Charles	9,312	159
Twin Falls	9,299	160
Abilene - Sweetwater	9,279	161
Sioux City	9,254	162
Columbus, Ga.	9,251	163
Lexington	9,246	164
Baton Rouge	9,230	165
Paducah - Cape Girardeau - Harrisburg - Marion	9,174	166
Albuquerque	9,167	167
Joplin - Pittsburg	9,164	168
Charleston, S.C.	9,105	169
Springfield, Mo.	9,087	170
Salt Lake City	9,074	171
Watertown - Carthage	9,056	172
Zanesville	9,028	173
Wichita Falls - Lawton	8,991	174
Tuscaloosa	8,952	175
Idaho Falls - Pocatello	8,924	176
Shreveport - Texarkana	8,905	177
Flagstaff	8,902	178
Florence, S.C.	8,898	179
Lubbock	8,886	180
Anniston	8,855	181
Wilmington	8,835	182
Traverse City - Cadillac	8,829	183
Ottumwa - Kirksville	8,820	184
Greenville - New Bern - Washington	8,779	185
Panama City	8,771	186
Marquette	8,767	187
Jackson, Miss.	8,764	188
Corpus Christi	8,738	189
Charleston - Huntington	8,682	190
Dothan	8,578	191
Montgomery - Selma	8,563	192
Bowling Green	8,516	193
El Centro - Yuma	8,494	194
Albany, Ga.	8,456	195
Lafayette, La.	8,394	196
Meridian	8,356	197
Jonesboro	8,331	198
Clarksburg - Weston	8,150	199
Laurel - Hattiesburg	8,054	200
Bluefield - Beckley - Oak Hill	7,968	201
El Paso	7,908	202
Columbus - Tupelo	7,599	203
Monroe - El Dorado	7,381	204
Alexandria, La.	7,338	205
Ardmore - Ada	7,119	206
Greenwood - Greenville	6,411	207
McAllen - Brownsville	6,011	208
Laredo	5,641	209
Total U.S. ADIs	12,352	

EATING PLACE SALES 1988

ADI	Sales ($000)	Rank
New York	12,570,569	1
Los Angeles	9,804,075	2
Boston	5,510,596	3
San Francisco - Oakland - San Jose	5,182,309	4
Chicago	5,018,541	5
Philadelphia	4,449,162	6
Washington, D.C.	3,519,968	7
Dallas - Ft. Worth	2,810,857	8
Detroit	2,791,000	9
Atlanta	2,609,599	10
Miami	2,536,416	11
Seattle - Tacoma	2,523,473	12
Houston	2,482,756	13
Minneapolis - St. Paul	2,350,698	14
Cleveland	2,052,842	15
Tampa - St. Petersburg (sarasota)	1,995,927	16
Denver	1,911,143	17
Hartford - New Haven	1,890,202	18
San Diego	1,834,967	19
St. Louis	1,799,595	20
Sacramento - Stockton	1,724,970	21
Phoenix	1,665,062	22
Baltimore	1,583,977	23
Pittsburgh	1,522,311	24
Orlando - Daytona Beach - Melbourne	1,473,157	25
Portland, Ore.	1,419,792	26
Indianapolis	1,289,489	27
Kansas City	1,255,968	28
New Orleans	1,158,284	29
Milwaukee	1,153,564	30
Cincinnati	1,136,741	31
Providence - New Bedford	1,089,933	32
Charlotte	991,627	33
Raleigh - Durham	978,857	34
Norfolk - Portsmouth - Newport News - Hampton	968,511	35
Oklahoma City	966,806	36
Columbus, Ohio	959,274	37
Salt Lake City	891,990	38
Louisville	861,807	39
West Palm Beach - Ft. Pierce - Vero Beach	861,212	40
Buffalo	854,520	41
Greensboro - Winston-Salem - High Point	825,343	42
Nashville	824,422	43
San Antonio	816,877	44
Grand Rapids - Kalamazoo - Battle Creek	801,629	45
Greenville - Spartanburg - Asheville	796,071	46
Harrisburg - York - Lancaster - Lebanon	796,011	47
Albuquerque	790,513	48
Portland - Poland Spring	711,727	49
Albany - Schenectady - Troy	688,259	50
Memphis	671,955	51
Jacksonville	668,556	52
Richmond	656,675	53
Dayton	631,646	54
Mobile - Pensacola	629,034	55
Knoxville	617,005	56
Wichita - Hutchinson	613,688	57
Flint - Saginaw - Bay City	600,732	58
Toledo	596,516	59
Fresno - Visalia	587,154	60
Rochester, N.Y.	582,470	61
Palm Springs	565,981	62
Wilkes-Barre - Scranton	561,794	63
Omaha	553,198	64
Austin, Tex.	553,674	65
Tulsa	555,231	66
Birmingham	545,691	67
Lexington	542,934	68
Charleston - Huntington	521,347	69
Des Moines	514,876	70
Las Vegas	506,598	71
Santa Barbara - Santa Maria - San Luis Obispo	497,056	72
Syracuse	487,192	73
Springfield, Mass.	484,749	74
Burlington - Plattsburgh	480,337	75
Roanoke - Lynchburg	476,854	76
Green Bay - Appleton	474,678	77
Little Rock	469,720	78
Springfield - Decatur - Champaign	464,493	79
Madison	454,842	80
Tucson	433,759	81
Spokane	427,884	82
Salinas - Monterey	407,684	83
Davenport - Rock Island - Moline	406,731	84
South Bend - Elkhart	381,623	85
Columbia, S.C.	373,150	86
Cedar Rapids - Waterloo - Dubuque	371,817	87
Charleston, S.C.	371,391	88
Lincoln - Hastings - Kearney	369,223	89
Ft. Myers - Naples	369,112	90
Shreveport - Texarkana	358,677	91
Evansville	355,248	92
Chattanooga	350,948	93
Savannah	342,169	94
Waco - Temple - Bryan	331,682	95
Colorado Springs - Pueblo	329,476	96
Baton Rouge	328,286	97
Paducah - Cape Girardeau - Harrisburg - Marion	326,119	98
Lansing	319,064	99
Springfield, Mo.	317,883	100
Youngstown	317,068	101
Huntsville - Decatur - Florence	316,298	102
Ft. Wayne	305,842	103
Bakersfield	301,030	104
El Paso	300,394	105
Sioux Falls - Mitchell	294,769	106
Florence, S.C.	290,954	107
Corpus Christi	282,194	108
Reno	280,149	109
Eugene	278,794	110
Johnstown - Altoona	274,813	111
Peoria - Bloomington	270,589	112
Fargo	269,300	113
Jackson, Miss.	267,387	114
Bristol - Kingsport - Johnson City	265,502	115
McAllen - Brownsville	264,422	116
Odessa - Midland	264,088	117
Greenville - New Bern - Washington	257,304	118
Tallahassee - Thomasville	245,808	119
Yakima	243,957	120
Lafayette, La.	240,540	121
Salisbury	239,533	122
Amarillo	239,366	123
Duluth - Superior	232,826	124
Topeka	226,430	125
Chico - Redding	222,525	126
Montgomery - Selma	220,367	127
La Crosse - Eau Claire	217,723	128
Boise	216,282	129
Wichita Falls - Lawton	215,440	130
Macon	214,614	131
Erie	212,185	132
Traverse City - Cadillac	210,534	133
Augusta	209,109	134
Tyler - Longview	199,025	135
Waterloo	193,852	136
Columbus, Ga.	192,766	137
Wausau - Rhinelander	190,130	138
Bangor	189,285	139
Beaumont - Port Arthur	188,559	140
Rochester - Mason City - Austin	188,326	141
Wilmington	186,757	142
Ft. Smith	177,504	143
Medford	176,998	144
Binghamton	176,190	145
Minot - Bismarck - Dickinson	174,489	146
Sioux City	172,763	147
Utica	169,880	148
Terre Haute	168,439	149
Lubbock	166,433	150
Albany, Ga.	162,561	151
Columbia - Jefferson City	156,848	152
Joplin - Pittsburg	154,893	153
Wheeling - Steubenville	153,202	154
Abilene - Sweetwater	151,060	155
Gainesville	143,654	156
Monroe - El Dorado	130,865	157
Panama City	128,361	158
Bluefield - Beckley - Oak Hill	123,274	159
Grand Junction - Durango	123,264	160
Biloxi - Gulfport - Pascagoula	122,231	161
Billings - Hardin	119,047	162
Rapid City	117,745	163
Quincy - Hannibal	115,781	164
Idaho Falls - Pocatello	110,866	165
Clarksburg - Weston	106,460	166
Missoula	103,024	167
Dothan	101,143	168
Elmira	100,865	169
Columbus - Tupelo	98,920	170
Watertown - Carthage	93,789	171
Laurel - Hattiesburg	88,166	172
El Centro - Yuma	86,008	173
Cheyenne - Scottsbluff	81,709	174
Charlottesville	81,615	175
Flagstaff	80,915	176
Lake Charles	80,553	177
Eureka	80,508	178
San Angelo	78,523	179
Lafayette, Ind.	73,957	180
Alexandria, La.	72,774	181
Great Falls	71,955	182
Lima	71,866	183
Bowling Green	71,411	184
Laredo	71,335	185
Greenwood - Greenville	69,365	186
Tuscaloosa	68,325	187
Jonesboro	68,303	188
St. Joseph	67,052	189
Butte	65,320	190
Kirksville - Ada	64,086	191
Casper - Riverton	58,359	192
Jackson, Tenn.	55,516	193
Meridian	53,769	194
Parkersburg	53,221	195
Harrisonburg	49,514	196
Marquette	41,647	197
Bend	38,756	198
Victoria	38,052	199
Makeah	36,919	200
Hagerstown	36,791	201
Anniston	33,839	202
Presque Isle	33,678	203
Zanesville	32,880	204
Ottumwa - Kirksville	31,478	205
Twin Falls	31,327	206
North Platte	31,215	207
Helena	29,474	208
Alpena	11,643	209
Total U.S. ADIs	147,785,139	

22ND ANNUAL RGI ADI RANKING

EATING PLACE UNITS 1988

ADI	# of Units	Rank
New York	21,746	1
Los Angeles	15,157	2
Chicago	9,570	3
San Francisco - Oakland - San Jose	8,490	4
Philadelphia	7,861	5
Boston	7,610	6
Dallas - Ft. Worth	5,585	7
Washington, D.C.	5,270	8
Detroit	5,063	9
Atlanta	4,517	10
Houston	4,388	11
Cleveland	4,332	12
Seattle - Tacoma	4,326	13
Miami	4,271	14
Minneapolis - St. Paul	3,946	15
Denver	3,815	16
Tampa - St. Petersburg (sarasota)	3,615	17
Sacramento - Stockton	3,608	18
St. Louis	3,256	19
Pittsburgh	3,228	20
Hartford - New Haven	3,135	21
San Diego	2,882	22
Portland, Ore	2,874	23
Phoenix	2,849	24
Indianapolis	2,767	25
Baltimore	2,665	26
Orlando - Daytona Beach - Melbourne	2,547	27
Oklahoma City	2,354	28
Milwaukee	2,335	29
Cincinnati	2,235	30
Kansas City	2,204	31
Buffalo	2,173	32
Charlotte	2,157	33
Raleigh - Durham	2,092	34
Columbus, Ohio	2,041	35
Providence - New Bedford	1,992	36
San Antonio	1,978	37
Salt Lake City	1,964	38
Nashville	1,948	39
New Orleans	1,924	40
Norfolk - Portsmouth - Newport News - Hampton	1,893	41
Greenville - Spartanburg - Asheville	1,884	42
Albany - Schenectady - Troy	1,825	43
Albuquerque	1,759	44
Grand Rapids - Kalamazoo - Battle Creek	1,751	45
Wichita - Hutchinson	1,658	46
Harrisburg - York - Lancaster - Lebanon	1,592	47
Memphis	1,549	48
Dayton	1,522	49
Greensboro - Winston-Salem - High Point	1,507	50
Tulsa	1,496	51
Wilkes-Barre - Scranton	1,459	52
West Palm Beach - Ft. Pierce - Vero Beach	1,427	53
Fresno - Visalia	1,394	54
Louisville	1,348	55
Richmond	1,347	56
Jacksonville	1,339	57
Toledo	1,237	58
Little Rock	1,328	59
Austin, Tex	1,301	60
Portland - Poland Spring	1,289	61
Mobile - Pensacola	1,283	62
Flint - Saginaw - Bay City	1,246	63
Birmingham	1,245	64
Green Bay - Appleton	1,239	65
Charleston - Huntington	1,230	66
Des Moines	1,214	67
Knoxville	1,195	68
Syracuse	1,192	69
Rochester, N.Y.	1,115	70
Omaha	1,058	71
Roanoke - Lynchburg	1,055	72
South Bend - Elkhart	1,025	73
Spokane	1,025	73
Shreveport - Texarkana	1,018	75
Davenport - Rock Island - Moline	1,012	76
Springfield, Mo.	988	77
Cedar Rapids - Waterloo - Dubuque	979	78
Burlington - Plattsburgh	975	79
Palm Springs	972	80
Springfield - Decatur - Champaign	964	81
Paducah - Cape Girardeau - Harrisburg - Marion	930	82
Madison	920	83
Salinas - Monterey	912	84
Tucson	906	85
Santa Barbara - Santa Maria - San Luis Obispo	885	86
Lexington	883	87
Chattanooga	844	88
Sioux Falls - Mitchell	844	88
Youngstown	835	90
Lincoln - Hastings - Kearney	830	91
Springfield, Mass.	806	92
Columbia, S.C.	800	93
Johnstown - Altoona	794	94
Huntsville - Decatur - Florence	776	95
Colorado Springs - Pueblo	767	96
Fargo	751	97
Ft. Wayne	748	98
Las Vegas	732	99
Eugene	726	100
Evansville	722	101
Ft. Myers - Naples	720	102
Jackson, Miss.	717	103
Amarillo	712	104
Waco - Temple - Bryan	704	105
Savannah	681	106
Traverse City - Cadillac	672	107
El Paso	662	108
Greenville - New Bern - Washington	654	109
Corpus Christi	651	110
Baton Rouge	647	111
Peoria - Bloomington	631	112
Bristol - Kingsport - Johnson City	628	113
Lansing	618	114
Florence, S.C.	613	115
Ft. Smith	612	116
Duluth - Superior	608	117
Bakersfield	576	118
Yakima	573	119
Tyler - Longview	564	120
Charleston, S.C.	561	121
McAllen - Brownsville	561	121
Wausau - Rhinelander	561	121
La Crosse - Eau Claire	552	124
Chico - Redding	542	125
Sioux City	542	125
Joplin - Pittsburg	541	127
Reno	540	128
Wichita Falls - Lawton	540	128
Medford	521	130
Odessa - Midland	521	130
Topeka	519	132
Lafayette, La.	513	133
Tallahassee - Thomasville	504	134
Boise	503	135
Utica	503	135
Minot - Bismarck - Dickinson	495	137
Macon	483	138
Rockford	481	139
Columbus, Ga.	479	140
Montgomery - Selma	478	141
Augusta	476	142
Lubbock	476	142
Erie	463	144
Rochester - Mason City - Austin	459	145
Terre Haute	459	145
Wilmington	453	147
Monroe - El Dorado	443	148
Binghamton	442	149
Bangor	440	150
Salisbury	439	151
Wheeling - Steubenville	436	152
Beaumont - Port Arthur	418	153
Columbia - Jefferson City	418	153
Columbus - Tupelo	391	155
Abilene - Sweetwater	389	156
Quincy - Hannibal	373	157
Albany, Ga.	372	158
Billings - Hardin	342	159
Missoula	339	160
Idaho Falls - Pocatello	322	161
Rapid City	316	162
Bluefield - Beckley - Oak Hill	312	163
Panama City	309	164
Watertown - Carthage	307	165
Clarksburg - Weston	306	166
Gainesville	296	167
Great Falls	273	168
Laurel - Hattiesburg	267	169
Elmira	258	170
El Centro - Yuma	247	171
Dothan	239	172
Grand Junction - Durango	239	172
Eureka	234	174
Biloxi - Gulfport - Pascagoula	228	175
Ardmore - Ada	221	176
Greenwood - Greenville	217	177
Butte	214	178
Jonesboro	198	179
Alexandria, La.	194	180
Lake Charles	176	181
Marquette	175	182
San Angelo	175	182
Charlottesville	163	184
Tuscaloosa	158	185
Jackson, Tenn.	157	186
Casper - Riverton	154	187
Lima	153	188
Flagstaff	151	189
Cheyenne - Scottsbluff	149	190
Lafayette, Ind.	149	190
Meridian	147	192
St. Joseph	142	193
Hagerstown	121	194
Bend	119	195
Harrisonburg	113	196
Zanesville	107	197
Bowling Green	104	198
Laredo	103	199
Anniston	102	200
Parkersburg	96	201
Presque Isle	93	202
Victoria	93	202
Ottumwa - Kirksville	90	204
Mankato	89	205
Twin Falls	81	206
Helena	64	207
North Platte	64	207
Alpena	55	209
Total U.S. ADIs	287,168	

FAST FOOD SALES 1988

ADI	Sales ($000)	Rank
Los Angeles	3,436,862	1
New York	3,152,749	2
Chicago	1,828,149	3
San Francisco - Oakland - San Jose	1,673,853	4
Philadelphia	1,512,911	5
Boston	1,438,345	6
Washington, D.C.	1,263,092	7
Atlanta	1,249,001	8
Dallas - Ft. Worth	1,199,334	9
Detroit	1,042,175	10
Houston	989,696	11
St. Louis	827,876	12
Cleveland	815,433	13
Seattle - Tacoma	812,068	14
Miami	786,950	15
Minneapolis - St. Paul	773,824	16
Sacramento - Stockton	747,706	17
Tampa - St. Petersburg (sarasota)	741,682	18
San Diego	641,383	19
Baltimore	628,688	20
Indianapolis	612,964	21
Hartford - New Haven	603,723	22
Denver	594,295	23
Phoenix	587,210	24
Kansas City	574,717	25
Orlando - Daytona Beach - Melbourne	565,190	26
Pittsburgh	540,276	27
Charlotte	537,145	28
Portland, Ore.	510,520	29
Raleigh - Durham	509,350	30
Cincinnati	474,226	31
Louisville	468,741	32
Oklahoma City	455,619	33
Columbus, Ohio	453,381	34
Norfolk - Portsmouth - Newport News - Hampton	446,925	35
Greenville - Spartanburg - Asheville	430,042	36
New Orleans	426,132	37
Greensboro - Winston-Salem - High Point	401,405	38
Milwaukee	400,414	39
Salt Lake City	392,523	40
Nashville	369,006	41
Providence - New Bedford	358,990	42
San Antonio	350,912	43
Memphis	350,438	44
Albuquerque	333,964	45
Jacksonville	325,816	46
Richmond	321,161	47
Dayton	309,993	48
Mobile - Pensacola	306,891	49
Lexington	301,272	50
Wichita - Hutchinson	298,523	51
Birmingham	296,482	52
Harrisburg - York - Lancaster - Lebanon	296,172	53
Charleston - Huntington	296,159	54
Grand Rapids - Kalamazoo - Battle Creek	296,012	55
Buffalo	293,891	56
Knoxville	293,270	57
Tulsa	274,133	58
Fresno - Visalia	264,194	59
Little Rock	262,170	60
West Palm Beach - Ft. Pierce - Vero Beach	250,885	61
Austin, Tex.	249,610	62
Portland - Poland Spring	249,022	63
Flint - Saginaw - Bay City	247,962	64
Omaha	238,101	65
Toledo	236,359	66
Palm Springs	233,435	67
Roanoke - Lynchburg	224,524	68
Des Moines	219,459	69
Albany - Schenectady - Troy	216,288	70
Wilkes-Barre - Scranton	210,970	71
Springfield - Decatur - Champaign	200,241	72
Evansville	190,643	73
Columbia, S.C.	189,144	74
Davenport - Rock Island - Moline	188,652	75
Chattanooga	183,221	76
Rochester, N.Y.	181,469	77
Huntsville - Decatur - Florence	178,988	78
Shreveport - Texarkana	176,561	79
Savannah	175,694	80
Charleston, S.C.	174,286	81
Tucson	172,929	82
Paducah - Cape Girardeau - Harrisburg - Marion	172,259	83
Las Vegas	170,698	84
Baton Rouge	165,618	85
South Bend - Elkhart	165,226	86
Spokane	164,873	87
Green Bay - Appleton	162,179	88
Syracuse	161,865	89
Madison	159,365	90
Santa Barbara - Santa Maria - San Luis Obispo	159,093	91
Cedar Rapids - Waterloo - Dubuque	158,087	92
Lincoln - Hastings - Kearney	154,090	93
Springfield, Mo.	153,302	94
Bristol - Kingsport - Johnson City	150,493	95
Waco - Temple - Bryan	148,018	96
Salinas - Monterey	144,446	97
Youngstown	143,084	98
Greenville - New Bern - Washington	142,188	99
Springfield, Mass.	140,845	100
Jackson, Miss.	140,128	101
Lansing	139,774	102
Ft. Myers - Naples	138,112	103
Burlington - Plattsburgh	137,937	104
Corpus Christi	137,220	105
El Paso	136,673	106
Florence, S.C.	133,803	107
Colorado Springs - Pueblo	130,398	108
Bakersfield	130,153	109
Montgomery - Selma	129,701	110
Odessa - Midland	121,547	111
Eugene	119,865	112
Ft. Wayne	118,564	113
Macon	116,118	114
Peoria - Bloomington	114,660	115
Topeka	114,519	116
McAllen - Brownsville	113,839	117
Amarillo	112,880	118
Augusta	112,360	119
Johnstown - Altoona	109,315	120
Tallahassee - Thomasville	108,258	121
Columbus, Ga.	107,959	122
Wichita Falls - Lawton	102,389	123
Fargo	101,587	124
Sioux Falls - Mitchell	101,489	125
Ft. Smith	100,479	126
Wilmington	100,237	127
Reno	97,540	128
Salisbury	96,979	129
Lafayette, La.	94,154	130
Tyler - Longview	92,735	131
Albany, Ga.	91,379	132
Erie	89,072	133
Yakima	85,618	134
Boise	84,056	135
Beaumont - Port Arthur	83,958	136
Terre Haute	83,221	137
Rockford	82,316	138
Traverse City - Cadillac	81,759	139
Chico - Redding	80,317	140
Lubbock	77,217	141
Duluth - Superior	76,927	142
Wheeling - Steubenville	75,624	143
Joplin - Pittsburg	73,524	144
Sioux City	72,827	145
La Crosse - Eau Claire	72,506	146
Columbia - Jefferson City	72,379	147
Abilene - Sweetwater	72,002	148
Bangor	71,674	149
Rochester - Mason City - Austin	68,156	150
Bluefield - Beckley - Oak Hill	67,919	151
Medford	67,331	152
Minot - Bismarck - Dickinson	67,329	153
Biloxi - Gulfport - Pascagoula	65,206	154
Binghamton	63,368	155
Dothan	60,579	156
Clarksburg - Weston	59,704	157
Wausau - Rhinelander	58,248	158
Quincy - Hannibal	56,238	159
Utica	55,621	160
Monroe - El Dorado	55,098	161
Columbus - Tupelo	54,775	162
Gainesville	52,932	163
Laurel - Hattiesburg	48,218	164
Panama City	47,892	165
Bowling Green	44,285	166
Idaho Falls - Pocatello	43,832	167
Billings - Hardin	43,766	168
Rapid City	41,088	169
Jonesboro	40,868	170
Tuscaloosa	38,698	171
Greenwood - Greenville	37,898	172
Charlottesville	36,547	173
Missoula	36,386	174
Grand Junction - Durango	36,005	175
San Angelo	35,490	176
Lafayette, Ind.	34,960	177
Watertown - Carthage	34,131	178
Lake Charles	33,072	179
Elmira	32,529	180
El Centro - Yuma	32,437	181
Ardmore - Ada	32,233	182
Cheyenne - Scottsbluff	31,989	183
Lima	31,755	184
Laredo	31,523	185
Flagstaff	30,643	186
Meridian	30,353	187
St. Joseph	30,234	188
Eureka	30,191	189
Alexandria, La.	28,877	190
Parkersburg	28,796	191
Jackson, Tenn.	27,698	192
Great Falls	26,185	193
Harrisonburg	24,702	194
Casper - Riverton	23,240	195
Butte	23,125	196
Anniston	19,164	197
Victoria	16,698	198
Marquette	15,993	199
Zanesville	15,155	200
Bend	15,080	201
Hagerstown	14,982	202
Ottumwa - Kirksville	14,338	203
Presque Isle	12,720	204
North Platte	12,719	205
Mankato	12,599	206
Twin Falls	12,375	207
Helena	9,330	208
Alpena	4,542	209
Total U.S. ADIs	56,345,489	

RESTAURANT SALES 1988

ADI	Sales ($000)	Rank
New York	6,601,405	1
Los Angeles	5,244,919	2
Boston	3,028,362	3
San Francisco - Oakland - San Jose	2,853,909	4
Chicago	2,449,528	5
Philadelphia	2,117,597	6
Washington, D.C.	1,536,388	7
Seattle - Tacoma	1,386,123	8
Detroit	1,344,214	9
Miami	1,341,551	10
Minneapolis - St. Paul	1,305,310	11
Dallas - Ft. Worth	1,116,962	12
Houston	1,046,098	13
Denver	1,042,871	14
Tampa - St. Petersburg (sarasota)	997,816	15
Cleveland	987,578	16
San Diego	986,828	17
Atlanta	958,737	18
Hartford - New Haven	958,125	19
Sacramento - Stockton	855,569	20
Phoenix	848,130	21
Portland, Ore.	765,553	22
Orlando - Daytona Beach - Melbourne	735,037	23
Pittsburgh	727,867	24
St. Louis	689,099	25
Milwaukee	633,364	26
Baltimore	624,136	27
Providence - New Bedford	580,726	28
Kansas City	538,974	29
West Palm Beach - Ft. Pierce - Vero Beach	526,555	30
Cincinnati	508,860	31
Indianapolis	493,421	32
New Orleans	437,315	33
Norfolk - Portsmouth - Newport News - Hampton	416,194	34
Salt Lake City	410,594	35
Buffalo	400,743	36
Harrisburg - York - Lancaster - Lebanon	400,095	37
Grand Rapids - Kalamazoo - Battle Creek	395,050	38
Portland - Poland Spring	389,408	39
Columbus, Ohio	387,316	40
Albany - Schenectady - Troy	377,819	41
Albuquerque	365,204	42
Nashville	358,190	43
Raleigh - Durham	357,208	44
Oklahoma City	353,453	45
Charlotte	351,776	46
Santa Barbara - Santa Maria - San Luis Obispo	308,998	47
Palm Springs	306,531	48
San Antonio	300,424	49
Rochester, N.Y.	299,871	50
Louisville	296,976	51
Fresno - Visalia	295,564	52
Greensboro - Winston-Salem - High Point	287,329	53
Toledo	282,862	54
Flint - Saginaw - Bay City	282,090	55
Springfield, Mass.	275,642	56
Burlington - Plattsburgh	275,122	57
Omaha	274,986	58
Greenville - Spartanburg - Asheville	274,519	59
Jacksonville	269,480	60
Madison	268,813	61
Green Bay - Appleton	266,922	62
Knoxville	252,342	63
Syracuse	251,636	64
Richmond	249,081	65
Dayton	243,715	66
Salinas - Monterey	242,587	67
Wilkes-Barre - Scranton	242,409	68
Wichita - Hutchinson	240,827	69
Las Vegas	237,223	70
Austin, Tex.	236,130	71
Des Moines	232,874	72
Spokane	230,944	73
Memphis	227,628	74
Mobile - Pensacola	226,911	75
Springfield - Decatur - Champaign	209,178	76
Tucson	206,070	77
Ft. Myers - Naples	203,218	78
Tulsa	189,484	79
Lexington	183,582	80
Roanoke - Lynchburg	181,617	81
Lincoln - Hastings - Kearney	180,521	82
South Bend - Elkhart	175,606	83
Cedar Rapids - Waterloo - Dubuque	175,261	84
Davenport - Rock Island - Moline	173,025	85
Sioux Falls - Mitchell	169,475	86
Charleston - Huntington	168,199	87
Birmingham	167,604	88
Ft. Wayne	156,670	89
Reno	153,823	90
Little Rock	153,681	91
Colorado Springs - Pueblo	151,506	92
Bakersfield	148,930	93
Fargo	147,055	94
Lansing	145,174	95
Duluth - Superior	139,158	96
Eugene	138,370	97
Yakima	136,675	98
Chattanooga	135,099	99
Shreveport - Texarkana	132,203	100
Youngstown	132,155	101
Columbia, S.C.	131,272	102
Peoria - Bloomington	130,575	103
Waco - Temple - Bryan	130,124	104
Evansville	128,331	105
La Crosse - Eau Claire	127,107	106
Johnstown - Altoona	124,682	107
Savannah	124,372	108
Paducah - Cape Girardeau - Harrisburg - Marion	124,115	109
Salisbury	123,065	110
Springfield, Mo.	122,954	111
Chico - Redding	121,628	112
Charleston, S.C.	121,575	113
Wausau - Rhinelander	117,880	114
Florence, S.C.	116,226	115
El Paso	115,682	116
Corpus Christi	112,860	117
Traverse City - Cadillac	112,558	118
Boise	111,771	119
Tallahassee - Thomasville	110,533	120
Odessa - Midland	103,168	121
Rochester - Mason City - Austin	102,522	122
Huntsville - Decatur - Florence	100,937	123
Baton Rouge	97,822	124
Bangor	97,235	125
McAllen - Brownsville	96,613	126
Medford	95,750	127
Amarillo	95,305	128
Minot - Bismarck - Dickinson	93,923	129
Binghamton	93,170	130
Erie	92,677	131
Greenville - New Bern - Washington	92,662	132
Rockford	92,026	133
Jackson, Miss.	89,540	134
Topeka	88,219	135
[illegible]	83,597	136
Sioux City	83,045	137
Wichita Falls - Lawton	80,489	138
Bristol - Kingsport - Johnson City	77,579	139
Tyler - Longview	77,544	140
Grand Junction - Durango	76,936	141
Beaumont - Port Arthur	75,740	142
Macon	73,660	143
Gainesville	72,671	144
Lafayette, La.	69,967	145
Terre Haute	67,214	146
Wilmington	67,212	147
Billings - Hardin	67,000	148
Rapid City	66,174	149
Columbia - Jefferson City	65,941	150
Panama City	64,927	151
Montgomery - Selma	64,037	152
Columbus, Ga.	62,589	153
Lubbock	62,531	154
Joplin - Pittsburg	62,047	155
Augusta	61,361	156
Missoula	60,240	157
Wheeling - Steubenville	59,219	158
Abilene - Sweetwater	58,659	159
Idaho Falls - Pocatello	58,638	160
Ft. Smith	58,262	161
Albany, Ga.	54,346	162
Elmira	50,174	163
Quincy - Hannibal	48,904	164
El Centro - Yuma	47,690	165
Eureka	47,363	166
Watertown - Carthage	46,659	167
Flagstaff	42,800	168
Bluefield - Beckley - Oak Hill	41,832	169
Biloxi - Gulfport - Pascagoula	41,786	170
Great Falls	41,272	171
Cheyenne - Scottsbluff	40,337	172
Butte	38,275	173
Monroe - El Dorado	37,663	174
Clarksburg - Weston	36,327	175
Charlottesville	33,102	176
Lima	31,511	177
Dothan	31,446	178
San Angelo	30,749	179
Columbus - Tupelo	30,534	180
Lafayette, Ind.	29,900	181
Casper - Riverton	29,235	182
Laredo	28,062	183
St. Joseph	27,892	184
Laurel - Hattiesburg	27,099	185
Lake Charles	26,538	186
Jackson, Tenn.	22,528	187
Marquette	22,419	188
Ardmore - Ada	22,389	189
Alexandria, La.	21,961	190
Bowling Green	21,438	191
Greenwood - Greenville	21,288	192
Mankato	20,862	193
Bend	20,786	194
Jonesboro	20,357	195
Tuscaloosa	20,206	196
Parkersburg	18,461	197
Presque Isle	17,266	198
Twin Falls	16,578	199
Harrisonburg	16,577	200
Meridian	16,392	201
North Platte	15,465	202
Helena	15,450	203
Hagerstown	15,144	204
Victoria	14,986	205
Ottumwa - Kirksville	14,119	206
Zanesville	12,685	207
Anniston	10,006	208
Alpena	6,251	209
Total U.S. ADIs	70,027,020	

RAI 1988

ADI	RAI	Rank
Salisbury	154	1
Biloxi - Gulfport - Pascagoula	146	2
Boston	142	3
Lafayette, Ind.	138	4
San Francisco - Oakland - San Jose	135	5
Los Angeles	133	6
San Diego	131	7
Grand Junction - Durango	126	8
Salinas - Monterey	126	8
Portland, Ore.	124	10
Flagstaff	122	11
North Platte	122	11
Santa Barbara - Santa Maria - San Luis Obispo	122	11
Miami	121	14
Washington, D.C.	121	14
Atlanta	120	16
Panama City	118	17
Cheyenne - Scottsbluff	117	18
Hartford - New Haven	117	18
Bowling Green	115	20
Denver	115	20
Minneapolis - St. Paul	115	20
Seattle - Tacoma	115	20
Kansas City	114	24
Baltimore	113	25
Albuquerque	112	26
Lima	112	26
Portland - Poland Spring	112	26
Chicago	111	29
Norfolk - Portsmouth - Newport News - Hampton	111	29
Las Vegas	110	31
Lexington	110	31
Lincoln - Hastings - Kearney	110	31
Florence, S.C.	109	34
Louisville	109	34
St. Louis	109	34
Indianapolis	107	37
Detroit	106	38
Omaha	106	38
Parkersburg	106	38
Springfield, Mass.	106	38
Colorado Springs - Pueblo	104	42
Grand Rapids - Kalamazoo - Battle Creek	104	42
Greensboro - Winston-Salem - High Point	103	44
Orlando - Daytona Beach - Melbourne	103	44
Eugene	102	46
Jacksonville	102	46
Knoxville	102	46
Sacramento - Stockton	102	46
Columbus, Ohio	100	50
Madison	100	50
Charleston, S.C.	99	52
El Paso	99	52
New York	99	52
Topeka	99	52
Cincinnati	98	56
Rapid City	98	56
Reno	98	56
Bend	97	59
Boise	97	59
Fargo	97	59
Providence - New Bedford	97	59
Ft. Wayne	96	63
Lansing	96	63
Raleigh - Durham	96	63
Wichita - Hutchinson	96	63
Huntsville - Decatur - Florence	95	67
Oklahoma City	95	67
South Bend - Elkhart	95	67
Toledo	95	67
West Palm Beach - Ft. Pierce - Vero Beach	95	67
Austin, Tex.	94	72
Cleveland	94	72
Flint - Saginaw - Bay City	94	72
Nashville	94	72
Columbia, S.C.	93	76
Mobile - Pensacola	93	76
Salt Lake City	93	76
Savannah	93	76
Butte	92	80
Dallas - Ft. Worth	92	80
Erie	92	80
Houston	92	80
Peoria - Bloomington	92	80
Philadelphia	92	80
Phoenix	92	80
Springfield - Decatur - Champaign	91	87
Tucson	91	87
Bangor	90	89
Charlottesville	90	89
Davenport - Rock Island - Moline	90	89
Gainesville	90	89
New Orleans	90	89
Tampa - St. Petersburg (sarasota)	90	89
Burlington - Plattsburgh	89	95
Montgomery - Selma	89	95
Palm Springs	89	95
Sioux Falls - Mitchell	89	95
Bakersfield	88	99
Cedar Rapids - Waterloo - Dubuque	88	99
Columbia - Jefferson City	88	99
Dayton	88	99
Medford	88	99
Green Bay - Appleton	87	104
Memphis	87	104
Tulsa	87	104
Columbus, Ga.	86	107
Duluth - Superior	86	107
Wilmington	86	107
Mankato	85	110
Missoula	85	110
Rochester, N.Y.	85	110
Rockford	85	110
Youngstown	85	110
Billings - Hardin	84	115
Birmingham	84	115
Fresno - Visalia	84	115
Joplin - Pittsburg	84	115
Milwaukee	84	115
Tuscaloosa	84	115
Greenville - New Bern - Washington	83	121
Pittsburgh	83	121
Rochester - Mason City - Austin	83	121
Springfield, Mo.	83	121
Tallahassee - Thomasville	83	121
Waco - Temple - Bryan	83	121
Yakima	83	121
Casper - Riverton	82	128
Dothan	82	128
Evansville	82	128
Ft. Myers - Naples	82	128
Jackson, Tenn.	82	128
La Crosse - Eau Claire	82	128
Richmond	82	128
Traverse City - Cadillac	82	128
Twin Falls	82	128
Wichita Falls - Lawton	82	128
Des Moines	81	138
Great Falls	81	138
Minot - Bismarck - Dickinson	81	138
Ottumwa - Kirksville	81	138
Roanoke - Lynchburg	81	138
St. Joseph	81	138
Spokane	81	138
Zanesville	81	138
Anniston	79	146
Charlotte	79	146
Chico - Redding	79	146
Elmira	79	146
Harrisburg - York - Lancaster - Lebanon	79	146
Harrisonburg	79	146
Greenville - Spartanburg - Asheville	78	152
Sioux City	78	152
Syracuse	77	154
Buffalo	76	155
Corpus Christi	76	155
Idaho Falls - Pocatello	76	155
Macon	76	155
San Angelo	75	159
Charleston - Huntington	74	160
Helena	74	160
Jackson, Miss.	74	160
Terre Haute	74	160
Albany, Ga.	73	164
Paducah - Cape Girardeau - Harrisburg - Marion	73	164
Chattanooga	72	166
Lubbock	72	166
Odessa - Midland	72	166
Jonesboro	71	169
San Antonio	71	169
Watertown - Carthage	71	169
Wausau - Rhinelander	71	169
Wilkes-Barre - Scranton	71	169
Amarillo	70	174
Augusta	70	174
Bristol - Kingsport - Johnson City	70	174
Eureka	70	174
Ft. Smith	70	174
Laurel - Hattiesburg	70	174
Utica	70	174
Wheeling - Steubenville	70	174
Albany - Schenectady - Troy	69	182
Quincy - Hannibal	69	182
Abilene - Sweetwater	68	184
Ardmore - Ada	67	185
Baton Rouge	67	185
Lafayette, La.	67	185
Little Rock	67	185
Johnstown - Altoona	66	189
Victoria	66	189
Hagerstown	65	191
McAllen - Brownsville	65	191
Presque Isle	65	191
Tyler - Longview	65	191
Beaumont - Port Arthur	63	195
Binghamton	63	195
Clarksburg - Weston	63	195
Greenwood - Greenville	63	195
Meridian	62	199
Alpena	61	200
El Centro - Yuma	60	201
Shreveport - Texarkana	59	202
Laredo	58	203
Alexandria, La.	55	204
Bluefield - Beckley - Oak Hill	54	205
Marquette	52	206
Lake Charles	50	207
Monroe - El Dorado	48	208
Columbus - Tupelo	46	209
Total U.S. ADIs	100	

RGI 1988

ADI	RGI	Rank
Las Vegas	543	1
Reno	340	2
Philadelphia	140	3
Orlando - Daytona Beach - Melbourne	127	4
Charleston, S.C.	126	5
Flagstaff	126	5
Washington, D.C.	125	7
Jacksonville	117	8
Augusta	115	9
Louisville	114	10
Grand Junction - Durango	113	11
Houston	113	11
Tallahassee - Thomasville	113	11
Baltimore	112	14
Baton Rouge	112	14
Harrisburg - York - Lancaster - Lebanon	112	14
Montgomery - Selma	111	17
Lexington	110	18
Minneapolis - St. Paul	110	18
Bowling Green	109	20
Memphis	109	20
Phoenix	109	20
Roanoke - Lynchburg	109	20
Savannah	109	20
Atlanta	108	25
Boston	108	25
Richmond	108	25
Chicago	107	28
Lansing	107	28
Los Angeles	107	28
San Diego	107	28
Bristol - Kingsport - Johnson City	106	32
Dallas - Ft. Worth	106	32
Kansas City	106	32
Miami	106	32
Salt Lake City	106	32
Columbia, S.C.	105	37
Jackson, Miss.	105	37
Lake Charles	105	37
New Orleans	105	37
New York	105	37
Bluefield - Beckley - Oak Hill	104	42
Hagerstown	104	42
Laredo	104	42
West Palm Beach - Ft. Pierce - Vero Beach	104	42
Charlotte	103	46
Harrisonburg	103	46
Macon	103	46
Nashville	103	46
St. Louis	103	46
Norfolk - Portsmouth - Newport News - Hampton	102	51
Beaumont - Port Arthur	101	52
Detroit	101	52
Greensboro - Winston-Salem - High Point	101	52
Rochester, N.Y.	101	52
San Francisco - Oakland - San Jose	101	52
Anniston	100	57
Boise	100	57
Florence, S.C.	100	57
Milwaukee	100	57
Albany, Ga.	99	61
Charlottesville	99	61
Grand Rapids - Kalamazoo - Battle Creek	99	61
Hartford - New Haven	99	61
Meridian	99	61
Mobile - Pensacola	99	61
Parkersburg	99	61
Cincinnati	98	68
Columbus, Ohio	98	68
Knoxville	98	68
Palm Springs	98	68
Raleigh - Durham	98	68
Binghamton	97	73
Birmingham	97	73
Dothan	97	73
Evansville	97	73
Lafayette, Ind.	97	73
Huntsville - Decatur - Florence	96	78
Omaha	96	78
Springfield - Decatur - Champaign	96	78
Peoria - Bloomington	95	81
Tampa - St. Petersburg (sarasota)	95	81
Burlington - Plattsburgh	94	83
El Paso	94	83
North Platte	94	83
Alexandria, La.	93	86
Denver	93	86
Seattle - Tacoma	93	86
Chattanooga	92	89
Greenville - Spartanburg - Asheville	92	89
Indianapolis	92	89
Lafayette, La.	92	89
Biloxi - Gulfport - Pascagoula	91	93
Casper - Riverton	91	93
Cleveland	91	93
Flint - Saginaw - Bay City	91	93
Gainesville	91	93
Madison	91	93
Pittsburgh	91	93
Twin Falls	91	93
Columbus, Ga.	90	101
Springfield, Mass.	90	101
Bakersfield	89	103
Charleston - Huntington	89	103
Cheyenne - Scottsbluff	89	103
Helena	89	103
Portland - Poland Spring	89	103
Dayton	88	108
Erie	88	108
Ft. Wayne	88	108
Idaho Falls - Pocatello	88	108
Rockford	88	108
Tucson	88	108
Little Rock	87	114
Salinas - Monterey	87	114
Syracuse	87	114
Albuquerque	86	117
Columbus - Tupelo	86	117
Elmira	86	117
Portland, Ore.	86	117
Tuscaloosa	86	117
Jackson, Tenn.	85	122
Rochester - Mason City - Austin	85	122
St. Joseph	85	122
Colorado Springs - Pueblo	84	125
Ft. Myers - Naples	84	125
Fresno - Visalia	84	125
Green Bay - Appleton	84	125
McAllen - Brownsville	84	125
Providence - New Bedford	84	125
Santa Barbara - Santa Maria - San Luis Obispo	84	125
Yakima	84	125
Albany - Schenectady - Troy	83	133
Des Moines	83	133
Lincoln - Hastings - Kearney	83	133
Shreveport - Texarkana	83	133
Minot - Bismarck - Dickinson	82	137
Presque Isle	82	137
Salisbury	82	137
Topeka	82	137
Cedar Rapids - Waterloo - Dubuque	81	141
Columbia - Jefferson City	81	141
Greenville - New Bern - Washington	81	141
Sacramento - Stockton	81	141
San Antonio	81	141
Toledo	81	141
Austin, Tex.	80	147
Greenwood - Greenville	80	147
Lima	80	147
Monroe - El Dorado	79	150
Spokane	79	150
Wilmington	79	150
Billings - Hardin	78	153
Davenport - Rock Island - Moline	78	153
La Crosse - Eau Claire	78	153
Waco - Temple - Bryan	78	153
Wheeling - Steubenville	78	153
Buffalo	77	158
Wilkes-Barre - Scranton	77	158
Youngstown	77	158
Corpus Christi	76	161
Johnstown - Altoona	76	161
Panama City	76	161
South Bend - Elkhart	76	161
Terre Haute	76	161
El Centro - Yuma	75	166
Laurel - Hattiesburg	75	166
Bangor	74	168
Rapid City	74	168
Tulsa	74	168
Clarksburg - Weston	73	171
Jonesboro	73	171
Odessa - Midland	73	171
Wausau - Rhinelander	73	171
Wichita - Hutchinson	72	175
Duluth - Superior	71	176
Fargo	71	176
Paducah - Cape Girardeau - Harrisburg - Marion	71	176
Springfield, Mo.	71	176
Butte	70	180
Chico - Redding	70	180
Lubbock	70	180
Sioux Falls - Mitchell	70	180
Eugene	69	184
Eureka	69	184
Utica	69	184
Victoria	69	184
Ft. Smith	68	188
Mankato	68	188
Wichita Falls - Lawton	68	188
Oklahoma City	66	191
Quincy - Hannibal	66	191
San Angelo	66	191
Tyler - Longview	66	191
Watertown - Carthage	66	191
Great Falls	65	196
Zanesville	65	196
Bend	64	198
Sioux City	64	198
Traverse City - Cadillac	64	198
Ottumwa - Kirksville	63	201
Amarillo	62	202
Ardmore - Ada	62	202
Marquette	62	202
Medford	61	205
Missoula	61	205
Alpena	60	207
Abilene - Sweetwater	59	208
Joplin - Pittsburg	56	209
Total U.S. ADIs	100	

POPULATION PER UNIT 1988

ADI	Pop. Per Unit	Rank
Alexandria, La	1,347	1
Bluefield - Beckley - Oak Hill	1,321	2
Laredo	1,276	3
Montgomery - Selma	1,269	4
Meridian	1,261	5
Augusta	1,245	6
McAllen - Brownsville	1,242	7
Bristol - Kingsport - Johnson City	1,233	8
Anniston	1,228	9
Lake Charles	1,227	10
Dothan	1,200	11
Columbus - Tupelo	1,175	12
Monroe - El Dorado	1,171	13
Greenwood - Greenville	1,166	14
Baton Rouge	1,163	15
Bowling Green	1,159	16
Jackson, Miss	1,155	17
Charleston - Huntington	1,150	18
Charleston, S.C.	1,139	19
Lexington	1,130	20
Lafayette, La.	1,111	21
Birmingham	1,109	22
Louisville	1,105	23
Beaumont - Port Arthur	1,095	24
Shreveport - Texarkana	1,094	25
El Paso	1,083	26
Memphis	1,083	26
Albany, Ga.	1,078	28
Columbus, Ga.	1,073	29
Twin Falls	1,057	30
Huntsville - Decatur - Florence	1,040	31
Tallahassee - Thomasville	1,038	32
Columbia, S.C.	1,037	33
Macon	1,034	34
Lansing	1,022	35
Palm Springs	1,019	36
Flint - Saginaw - Bay City	1,016	37
Mobile - Pensacola	994	38
Jonesboro	991	39
Binghamton	983	40
Jackson, Tenn.	980	41
Grand Rapids - Kalamazoo - Battle Creek	978	42
Waco - Temple - Bryan	978	42
Johnstown - Altoona	976	44
Evansville	975	45
Nashville	974	46
Idaho Falls - Pocatello	972	47
Roanoke - Lynchburg	967	48
Salt Lake City	963	49
Parkersburg	958	50
Hagerstown	957	51
Savannah	957	51
Greenville - New Bern - Washington	954	53
Baltimore	953	54
Clarksburg - Weston	950	55
Wheeling - Steubenville	948	56
Little Rock	945	57
Pittsburgh	945	57
Laurel - Hattiesburg	942	59
St. Louis	938	60
Tuscaloosa	933	61
Chattanooga	932	62
Terre Haute	932	62
Paducah - Cape Girardeau - Harrisburg - Marion	926	64
Presque Isle	926	64
Harrisburg - York - Lancaster - Lebanon	924	66
Detroit	922	67
Philadelphia	921	68
New Orleans	920	69
Harrisonburg	919	70
Fresno - Visalia	917	71
Jacksonville	916	72
Springfield - Decatur - Champaign	915	73
Erie	911	74
Elmira	910	75
Richmond	910	75
Las Vegas	903	77
Bakersfield	902	78
Kansas City	901	79
Houston	900	80
Minneapolis - St. Paul	900	80
Chicago	896	82
Greenville - Spartanburg - Asheville	895	83
Marquette	894	84
Raleigh - Durham	893	85
Youngstown	891	86
Charlotte	890	87
Cincinnati	890	87
Knoxville	890	87
Ardmore - Ada	889	90
Wilkes-Barre - Scranton	889	90
Columbia - Jefferson City	887	92
St. Joseph	887	92
Peoria - Bloomington	886	94
Greensboro - Winston-Salem - High Point	885	95
Phoenix	884	96
Omaha	883	97
Cleveland	881	98
Columbus, Ohio	878	99
Norfolk - Portsmouth - Newport News - Hampton	867	100
Milwaukee	866	101
Tucson	866	101
Wilmington	866	101
Dayton	865	104
Rockford	863	105
Quincy - Hannibal	861	106
New York	860	107
Los Angeles	854	108
Rochester, N.Y.	854	108
Tampa - St. Petersburg (Sarasota)	854	108
Ft. Wayne	853	111
Washington, D.C.	852	112
Boise	851	113
Ft. Smith	849	114
San Antonio	848	115
Cedar Rapids - Waterloo - Dubuque	837	116
El Centro - Yuma	836	117
Ottumwa - Kirksville	836	117
Yakima	836	117
Spokane	834	120
Indianapolis	830	121
Lafayette, Ind.	830	121
Orlando - Daytona Beach - Melbourne	829	123
Tyler - Longview	829	123
Green Bay - Appleton	827	125
San Diego	827	125
West Palm Beach - Ft. Pierce - Vero Beach	827	125
Toledo	826	128
Wichita Falls - Lawton	825	129
La Crosse - Eau Claire	824	130
Lubbock	824	130
Albuquerque	823	132
Victoria	822	133
Davenport - Rock Island - Moline	820	134
Springfield, Mass.	819	135
Colorado Springs - Pueblo	817	136
Minot - Bismarck - Dickinson	812	137
Corpus Christi	809	138
Dallas - Ft. Worth	808	139
Atlanta	806	140
Biloxi - Gulfport - Pascagoula	802	141
Rochester - Mason City - Austin	802	141
Tulsa	802	141
Abilene - Sweetwater	799	144
Des Moines	797	145
Springfield, Mo.	797	145
Syracuse	796	147
Wausau - Rhinelander	794	148
Zanesville	794	148
Fargo	793	150
Sacramento - Stockton	793	150
Lincoln - Hastings - Kearney	789	152
Ft. Myers - Naples	787	153
South Bend - Elkhart	784	154
Topeka	780	155
Watertown - Carthage	780	155
Hartford - New Haven	777	157
Buffalo	772	158
Gainesville	768	159
Madison	767	160
Reno	767	160
Alpena	765	162
Seattle - Tacoma	760	163
Utica	760	163
Cheyenne - Scottsbluff	758	165
Odessa - Midland	758	165
Providence - New Bedford	757	167
San Angelo	757	167
Sioux City	757	167
Helena	755	170
Casper - Riverton	747	171
North Platte	747	171
Rapid City	746	173
Duluth - Superior	742	174
Lima	742	174
Sioux Falls - Mitchell	742	174
Burlington - Plattsburgh	741	177
Chico - Redding	741	177
Miami	736	179
Boston	734	180
Portland, Ore.	732	181
Grand Junction - Durango	731	182
Bangor	723	183
Albany - Schenectady - Troy	716	184
Mankato	711	185
Amarillo	702	186
Austin, Tex.	700	187
Denver	698	188
Florence, S.C.	694	189
Panama City	687	190
Joplin - Pittsburg	685	191
Medford	682	192
Salinas - Monterey	681	193
Eugene	677	194
Wichita - Hutchinson	676	195
Portland - Poland Spring	675	196
San Francisco - Oakland - San Jose	666	197
Oklahoma City	665	198
Billings - Hardin	649	199
Traverse City - Cadillac	645	200
Charlottesville	644	201
Great Falls	634	202
Santa Barbara - Santa Maria - San Luis Obispo	627	203
Flagstaff	623	204
Bend	600	205
Missoula	600	205
Butte	597	207
Eureka	584	208
Salisbury	562	209
Total U.S. ADIs	858	

PER CAPITA EATING PLACE SALES 1988

ADI	Per Capita Sales	Rank
Boston	987	1
Salisbury	970	2
San Francisco - Oakland - San Jose	916	3
Santa Barbara - Santa Maria - San Luis Obispo	896	4
Flagstaff	861	5
Portland - Poland Spring	818	6
Miami	807	7
Washington, D.C.	784	8
Charlottesville	777	9
Hartford - New Haven	776	10
San Diego	770	11
Seattle - Tacoma	767	12
Las Vegas	766	13
Los Angeles	758	14
Springfield, Mass.	735	15
West Palm Beach - Ft. Pierce - Vero Beach	730	16
Cheyenne - Scottsbluff	723	17
Providence - New Bedford	723	17
Denver	718	19
Atlanta	717	20
Grand Junction - Durango	705	21
Orlando - Daytona Beach - Melbourne	697	22
Florence, S.C.	684	23
Reno	676	24
Portland, Ore.	675	25
New York	673	26
Odessa - Midland	669	27
Biloxi - Gulfport - Pascagoula	668	28
Burlington - Plattsburgh	665	29
Minneapolis - St. Paul	662	30
Phoenix	661	31
Salinas - Monterey	656	32
New Orleans	655	33
North Platte	653	34
Ft. Myers - Naples	651	35
Tampa - St. Petersburg (sarasota)	647	36
Madison	645	37
Lima	633	38
Gainesville	632	39
Kansas City	632	39
Houston	629	41
Baltimore	624	42
Dallas - Ft. Worth	623	43
Greensboro - Winston-Salem - High Point	619	44
Oklahoma City	617	45
Austin, Tex.	614	46
Philadelphia	614	46
Rochester, N.Y.	612	48
Panama City	604	49
Omaha	603	50
Sacramento - Stockton	603	50
Detroit	598	52
Lafayette, Ind.	598	52
Bangor	595	54
Bowling Green	593	55
San Angelo	593	55
Norfolk - Portsmouth - Newport News - Hampton	590	57
Eureka	589	58
St. Louis	589	58
Chicago	585	60
Mankato	583	61
Charleston, S.C.	581	62
Bakersfield	580	63
Knoxville	580	63
Louisville	579	65
Parkersburg	578	66
Cincinnati	572	67
Palm Springs	572	67
Milwaukee	571	69
Eugene	567	70
Lincoln - Hastings - Kearney	564	71
Indianapolis	561	72
Topeka	560	73
Chico - Redding	554	74
Tucson	553	75
Helena	548	76
Wichita - Hutchinson	547	77
Albuquerque	546	78
Jacksonville	545	79
Lexington	544	80
Bend	543	81
Laredo	543	81
Harrisburg - York - Lancaster - Lebanon	541	83
Toledo	540	84
Cleveland	538	85
Billings - Hardin	536	86
Columbus, Ohio	536	86
Corpus Christi	536	86
Richmond	535	89
St. Joseph	533	90
Des Moines	532	91
Springfield - Decatur - Champaign	527	92
Albany - Schenectady - Troy	526	93
Colorado Springs - Pueblo	526	93
Savannah	525	95
Raleigh - Durham	524	96
Charlotte	516	97
Duluth - Superior	516	97
Syracuse	513	99
Rochester - Mason City - Austin	512	100
Butte	511	101
Buffalo	509	102
Yakima	509	102
Casper - Riverton	507	104
Missoula	507	104
Boise	505	106
Evansville	505	106
Lansing	505	106
Erie	503	109
Spokane	501	110
Rapid City	500	111
Pittsburgh	499	112
Victoria	499	112
Medford	498	114
Mobile - Pensacola	493	115
Davenport - Rock Island - Moline	490	116
San Antonio	487	117
Abilene - Sweetwater	486	118
Traverse City - Cadillac	486	118
Peoria - Bloomington	484	120
Wichita Falls - Lawton	483	121
Waco - Temple - Bryan	482	122
Dayton	480	123
Amarillo	479	124
Ft. Wayne	479	124
La Crosse - Eau Claire	479	124
Harrisonburg	477	127
Wilmington	476	128
South Bend - Elkhart	475	129
Flint - Saginaw - Bay City	474	130
Greenville - Spartanburg - Asheville	472	131
Salt Lake City	472	131
Sioux Falls - Mitchell	471	133
Tallahassee - Thomasville	470	134
Grand Rapids - Kalamazoo - Battle Creek	468	135
Roanoke - Lynchburg	468	135
Rockford	467	137
Tuscaloosa	464	138
Green Bay - Appleton	463	139
Tulsa	463	139
Fresno - Visalia	459	141
Cedar Rapids - Waterloo - Dubuque	454	142
Fargo	452	143
Columbia, S.C.	450	144
Chattanooga	446	145
Utica	444	146
Baton Rouge	436	147
Minot - Bismarck - Dickinson	434	148
Nashville	434	148
Wilkes-Barre - Scranton	434	148
Macon	430	151
Elmira	429	152
Wausau - Rhinelander	427	153
Tyler - Longview	426	154
Youngstown	426	154
Lubbock	424	156
Columbia - Jefferson City	423	157
Lafayette, La.	422	158
Ottumwa - Kirksville	421	159
Sioux City	421	159
El Paso	419	161
Joplin - Pittsburg	418	162
El Centro - Yuma	417	163
Great Falls	416	164
Greenville - New Bern - Washington	413	165
Beaumont - Port Arthur	412	166
Binghamton	406	167
Albany, Ga.	405	168
Springfield, Mo.	404	169
Memphis	400	170
Birmingham	395	171
Terre Haute	394	172
Huntsville - Decatur - Florence	392	173
Watertown - Carthage	392	173
Presque Isle	390	175
Zanesville	387	176
McAllen - Brownsville	380	177
Paducah - Cape Girardeau - Harrisburg - Marion	379	178
Columbus, Ga.	375	179
Little Rock	374	180
Lake Charles	373	181
Wheeling - Steubenville	371	182
Charleston - Huntington	369	183
Clarksburg - Weston	366	184
Twin Falls	366	184
Montgomery - Selma	363	186
Jackson, Tenn.	361	187
Quincy - Hannibal	360	188
Idaho Falls - Pocatello	354	189
Johnstown - Altoona	354	189
Augusta	353	191
Dothan	353	191
Laurel - Hattiesburg	350	193
Jonesboro	348	194
Bristol - Kingsport - Johnson City	343	195
Ft. Smith	342	196
Ardmore - Ada	326	197
Jackson, Miss.	323	198
Shreveport - Texarkana	322	199
Hagerstown	318	200
Bluefield - Beckley - Oak Hill	299	201
Meridian	290	202
Alexandria, La.	278	203
Alpena	277	204
Greenwood - Greenville	274	205
Anniston	270	206
Marquette	266	207
Monroe - El Dorado	252	208
Columbus - Tupelo	215	209
Total U.S. ADIs	600	

PER CAPITA FAST FOOD SALES 1988

ADI	Per Capita Sales	Rank
Salisbury	393	1
Bowling Green	368	2
Biloxi - Gulfport - Pascagoula	357	3
Charlottesville	348	4
Atlanta	343	5
Flagstaff	326	6
Florence, S C	315	7
Louisville	315	7
Parkersburg	313	9
Odessa - Midland	308	10
Lexington	302	11
Greensboro - Winston-Salem - High Point	301	12
San Francisco - Oakland - San Jose	296	13
Oklahoma City	291	14
Kansas City	289	15
Santa Barbara - Santa Maria - San Luis Obispo	287	16
Portland - Poland Spring	286	17
Cheyenne - Scottsbluff	283	18
Lafayette, Ind	283	18
Topeka	283	18
Washington, D C	281	21
Charlotte	280	22
Lima	280	22
Knoxville	276	24
Austin, Tex	274	25
Charleston, S C	273	26
Raleigh - Durham	273	26
Norfolk - Portsmouth - Newport News - Hampton	272	28
Evansville	271	29
St. Louis	271	29
Savannah	270	31
San Diego	269	32
Orlando - Daytona Beach - Melbourne	268	33
San Angelo	268	33
Indianapolis	267	35
Dallas - Ft. Worth	266	36
Jacksonville	266	36
Los Angeles	266	36
North Platte	266	36
Wichita - Hutchinson	266	36
Tuscaloosa	263	41
Richmond	262	42
Corpus Christi	261	43
Sacramento - Stockton	261	43
Boston	258	45
Las Vegas	258	45
Greenville - Spartanburg - Asheville	255	47
Omaha	255	47
Wilmington	255	47
Columbus, Ohio	253	50
Bakersfield	251	51
Houston	251	51
Miami	251	51
Baltimore	248	54
Hartford - New Haven	248	54
Seattle - Tacoma	247	56
Eugene	244	57
Ft. Myers - Naples	244	57
Portland, Ore	243	59
Mobile - Pensacola	241	60
New Orleans	241	60
Laredo	240	62
St. Joseph	240	62
Tampa - St. Petersburg (sarasota)	240	62
Cincinnati	238	65
Harrisonburg	238	65
Providence - New Bedford	238	65
Palm Springs	236	68
Dayton	235	69
Lincoln - Hastings - Kearney	235	69
Reno	235	69
Chattanooga	233	72
Gainesville	233	72
Macon	233	72
Phoenix	233	72
Salinas - Monterey	233	72
Abilene - Sweetwater	232	77
Albuquerque	231	78
Wichita Falls - Lawton	230	79
Tulsa	229	80
Albany, Ga	228	81
Columbia, S C	228	81
Greenville - New Bern - Washington	228	81
Davenport - Rock Island - Moline	227	84
Des Moines	227	84
Springfield - Decatur - Champaign	227	84
Amarillo	226	87
Madison	226	87
Bangor	225	89
Panama City	225	89
Denver	223	91
Detroit	223	91
Huntsville - Decatur - Florence	222	93
Eureka	221	94
Lansing	221	94
Baton Rouge	220	96
Roanoke - Lynchburg	220	96
Tucson	220	96
Victoria	219	99
Minneapolis - St. Paul	218	100
Birmingham	215	101
Waco - Temple - Bryan	215	101
Cleveland	214	103
Montgomery - Selma	214	103
Toledo	214	103
Chicago	213	106
Springfield, Mass	213	106
West Palm Beach - Ft. Pierce - Vero Beach	213	106
Bend	211	109
Dothan	211	109
Erie	211	109
Columbus, Ga	210	112
Charleston - Huntington	209	113
Little Rock	209	113
Memphis	209	113
Philadelphia	209	113
San Antonio	209	113
Colorado Springs - Pueblo	208	118
Jonesboro	208	118
Salt Lake City	208	118
Fresno - Visalia	207	121
Tallahassee - Thomasville	207	121
Grand Junction - Durango	206	123
South Bend - Elkhart	206	123
Clarksburg - Weston	205	125
Peoria - Bloomington	205	125
Casper - Riverton	202	127
Harrisburg - York - Lancaster - Lebanon	201	128
Chico - Redding	200	129
Paducah - Cape Girardeau - Harrisburg - Marion	200	129
Mankato	199	131
Joplin - Pittsburg	198	132
Milwaukee	198	132
Rockford	198	132
Tyler - Longview	198	132
Billings - Hardin	197	136
Lubbock	197	136
Boise	196	138
Flint - Saginaw - Bay City	196	138
Columbia - Jefferson City	195	140
Springfield, Mo	195	140
Terre Haute	195	140
Bristol - Kingsport - Johnson City	194	143
Nashville	194	143
Cedar Rapids - Waterloo - Dubuque	193	145
Ft. Smith	193	145
Helena	193	145
Spokane	193	145
Laurel - Hattiesburg	192	149
Youngstown	192	149
Burlington - Plattsburgh	191	151
El Paso	191	151
Ottumwa - Kirksville	191	151
Rochester, N Y	191	151
Augusta	190	155
Medford	189	156
Traverse City - Cadillac	189	156
Ft. Wayne	186	158
Rochester - Mason City - Austin	185	159
Beaumont - Port Arthur	183	160
Wheeling - Steubenville	183	160
Butte	181	162
Jackson, Tenn	180	163
Missoula	179	164
Yakima	179	164
Zanesville	178	166
Pittsburgh	177	167
Sioux City	177	167
Buffalo	175	169
Quincy - Hannibal	175	169
Rapid City	174	171
Grand Rapids - Kalamazoo - Battle Creek	173	172
Duluth - Superior	171	173
Fargo	171	173
Syracuse	171	173
Jackson, Miss	169	176
New York	169	176
Minot - Bismarck - Dickinson	167	178
Albany - Schenectady - Troy	165	179
Bluefield - Beckley - Oak Hill	165	179
Lafayette, La	165	179
Ardmore - Ada	164	182
Meridian	164	182
McAllen - Brownsville	163	184
Wilkes-Barre - Scranton	163	184
Sioux Falls - Mitchell	162	186
La Crosse - Eau Claire	159	187
Shreveport - Texarkana	159	187
Green Bay - Appleton	158	189
El Centro - Yuma	157	190
Anniston	153	191
Lake Charles	153	191
Great Falls	151	193
Greenwood - Greenville	150	194
Presque Isle	148	195
Binghamton	146	196
Twin Falls	145	197
Utica	145	197
Watertown - Carthage	143	199
Johnstown - Altoona	141	200
Idaho Falls - Pocatello	140	201
Elmira	138	202
Wausau - Rhinelander	131	203
Hagerstown	129	204
Columbus - Tupelo	119	205
Alexandria, La	110	206
Alpena	108	207
Monroe - El Dorado	106	208
Marquette	102	209
Total U S. ADIs	229	

PER CAPITA RESTAURANT SALES 1988

ADI	Per Capita Sales	Rank
Santa Barbara - Santa Maria - San Luis Obispo	557	1
Boston	542	2
San Francisco - Oakland - San Jose	504	3
Salisbury	498	4
Flagstaff	455	5
Portland - Poland Spring	448	6
West Palm Beach - Ft. Pierce - Vero Beach	446	7
Grand Junction - Durango	440	8
Miami	427	9
Seattle - Tacoma	422	10
Springfield, Mass.	418	11
San Diego	414	12
Los Angeles	405	13
Hartford - New Haven	393	14
Denver	392	15
Salinas - Monterey	391	16
Providence - New Bedford	385	17
Burlington - Plattsburgh	381	18
Madison	381	18
Reno	371	20
Minneapolis - St. Paul	368	21
Portland, Ore.	364	22
Ft. Myers - Naples	359	23
Las Vegas	359	23
Cheyenne - Scottsbluff	357	25
New York	353	26
Orlando - Daytona Beach - Melbourne	348	27
Eureka	347	28
Washington, D.C.	342	29
Phoenix	337	30
Mankato	330	31
North Platte	324	32
Tampa - St. Petersburg (sarasota)	323	33
Gainesville	320	34
Helena	320	34
Charlottesville	315	36
Rochester, N.Y.	315	36
Milwaukee	313	38
Palm Springs	310	39
Duluth - Superior	308	40
Bangor	306	41
Panama City	306	41
Chico - Redding	303	43
Billings - Hardin	302	44
Butte	299	45
Sacramento - Stockton	299	45
Missoula	296	47
Omaha	294	48
Philadelphia	292	49
Bend	291	50
Albany - Schenectady - Troy	289	51
Detroit	288	52
Bakersfield	287	53
Chicago	286	54
Yakima	285	55
Eugene	282	56
Rapid City	281	57
La Crosse - Eau Claire	279	58
Rochester - Mason City - Austin	279	58
Lima	277	60
Lincoln - Hastings - Kearney	276	61
Florence, S.C.	273	62
Harrisburg - York - Lancaster - Lebanon	272	63
Kansas City	271	64
Sioux Falls - Mitchell	271	64
Spokane	270	66
Medford	269	67
Houston	265	68
Syracuse	265	68
Wausau - Rhinelander	265	68
Atlanta	263	71
Tucson	263	71
Boise	261	73
Odessa - Midland	261	73
Green Bay - Appleton	260	75
Traverse City - Cadillac	260	75
Austin, Tex.	259	77
Cleveland	259	77
Cincinnati	256	79
Toledo	256	79
Casper - Riverton	254	81
Norfolk - Portsmouth - Newport News - Hampton	254	81
Albuquerque	252	83
Dallas - Ft. Worth	248	84
Fargo	247	85
New Orleans	247	85
Baltimore	246	87
Ft. Wayne	246	87
Colorado Springs - Pueblo	242	89
Lafayette, Ind.	242	89
Des Moines	241	91
Buffalo	239	92
Great Falls	239	92
Pittsburgh	239	92
Knoxville	237	95
Springfield - Decatur - Champaign	237	95
Minot - Bismarck - Dickinson	234	97
Peoria - Bloomington	234	97
San Angelo	232	99
El Centro - Yuma	231	100
Fresno - Visalia	231	100
Grand Rapids - Kalamazoo - Battle Creek	231	100
Lansing	230	103
Biloxi - Gulfport - Pascagoula	228	104
Oklahoma City	226	105
St. Louis	226	105
Flint - Saginaw - Bay City	223	107
Rockford	222	108
St. Joseph	222	108
Erie	220	110
Jacksonville	220	110
South Bend - Elkhart	219	112
Utica	219	112
Topeka	218	114
Salt Lake City	217	115
Columbus, Ohio	216	116
Binghamton	215	117
Greensboro - Winston-Salem - High Point	215	117
Indianapolis	215	117
Wichita - Hutchinson	215	117
Cedar Rapids - Waterloo - Dubuque	214	121
Corpus Christi	214	121
Elmira	214	121
Laredo	214	121
Tallahassee - Thomasville	211	125
Davenport - Rock Island - Moline	208	126
Richmond	203	127
Sioux City	202	128
Parkersburg	201	129
Presque Isle	201	129
Louisville	199	131
Victoria	196	132
Watertown - Carthage	195	133
Twin Falls	194	134
Amarillo	191	135
Raleigh - Durham	191	135
Savannah	191	135
Charleston, S.C.	190	138
Abilene - Sweetwater	189	139
Nashville	189	139
Waco - Temple - Bryan	189	139
Ottumwa - Kirksville	188	142
Idaho Falls - Pocatello	187	143
Wilkes-Barre - Scranton	187	143
Dayton	185	145
Lexington	184	146
Charlotte	183	147
Evansville	182	148
Wichita Falls - Lawton	181	149
San Antonio	179	150
Bowling Green	178	151
Columbia - Jefferson City	178	151
Mobile - Pensacola	178	151
Roanoke - Lynchburg	178	151
Youngstown	178	151
Chattanooga	172	156
Wilmington	171	157
Joplin - Pittsburg	167	158
Beaumont - Port Arthur	166	159
Tyler - Longview	166	159
Greenville - Spartanburg - Asheville	163	161
El Paso	161	162
Johnstown - Altoona	161	162
Harrisonburg	160	164
Lubbock	159	165
Columbia, S.C.	158	166
Tulsa	158	166
Terre Haute	157	168
Springfield, Mo.	156	169
Quincy - Hannibal	152	170
Greenville - New Bern - Washington	149	171
Zanesville	149	171
Alpena	148	173
Macon	148	173
Jackson, Tenn.	146	175
Paducah - Cape Girardeau - Harrisburg - Marion	144	176
Marquette	143	177
Wheeling - Steubenville	143	177
McAllen - Brownsville	139	179
Tuscaloosa	137	180
Memphis	136	181
Albany, Ga.	135	182
Hagerstown	131	183
Baton Rouge	130	184
Clarksburg - Weston	125	185
Huntsville - Decatur - Florence	125	185
Lafayette, La.	123	187
Lake Charles	123	187
Columbus, Ga.	122	189
Little Rock	122	189
Birmingham	121	191
Charleston - Huntington	119	192
Shreveport - Texarkana	119	192
Ardmore - Ada	114	194
Ft. Smith	112	195
Dothan	110	196
Jackson, Miss.	108	197
Laurel - Hattiesburg	108	197
Montgomery - Selma	106	199
Augusta	104	200
Jonesboro	104	200
Bluefield - Beckley - Oak Hill	101	202
Bristol - Kingsport - Johnson City	100	203
Meridian	88	204
Alexandria, La.	84	205
Greenwood - Greenville	84	205
Anniston	80	207
Monroe - El Dorado	73	208
Columbus - Tupelo	66	209
Total U.S. ADIs	284	